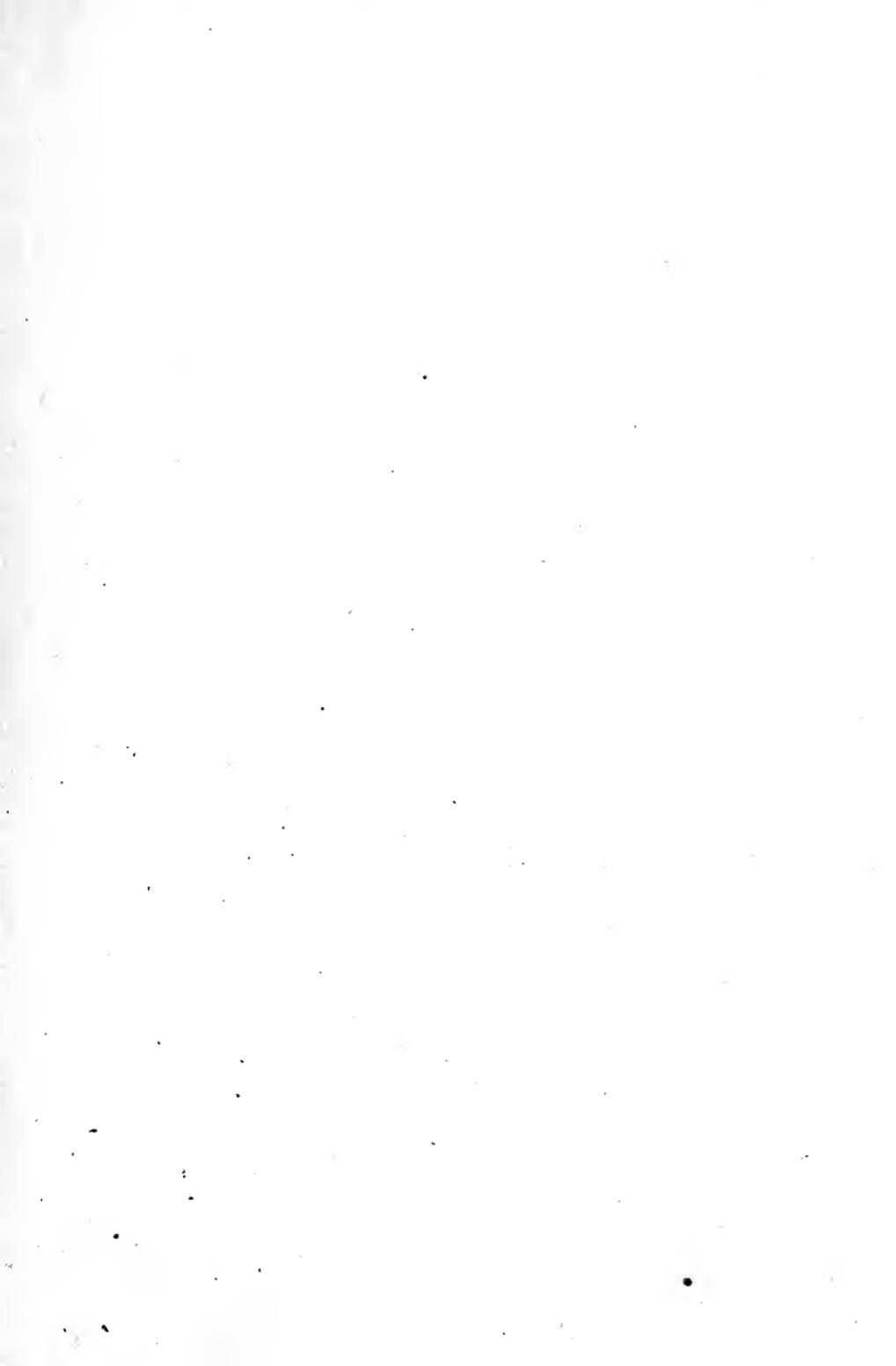


Digitized by the Internet Archive
in 2007 with funding from
Microsoft Corporation





SELLING NEWSPAPER SPACE

*HOW TO DEVELOP
LOCAL ADVERTISING*

By

JOSEPH E. CHASNOFF

II



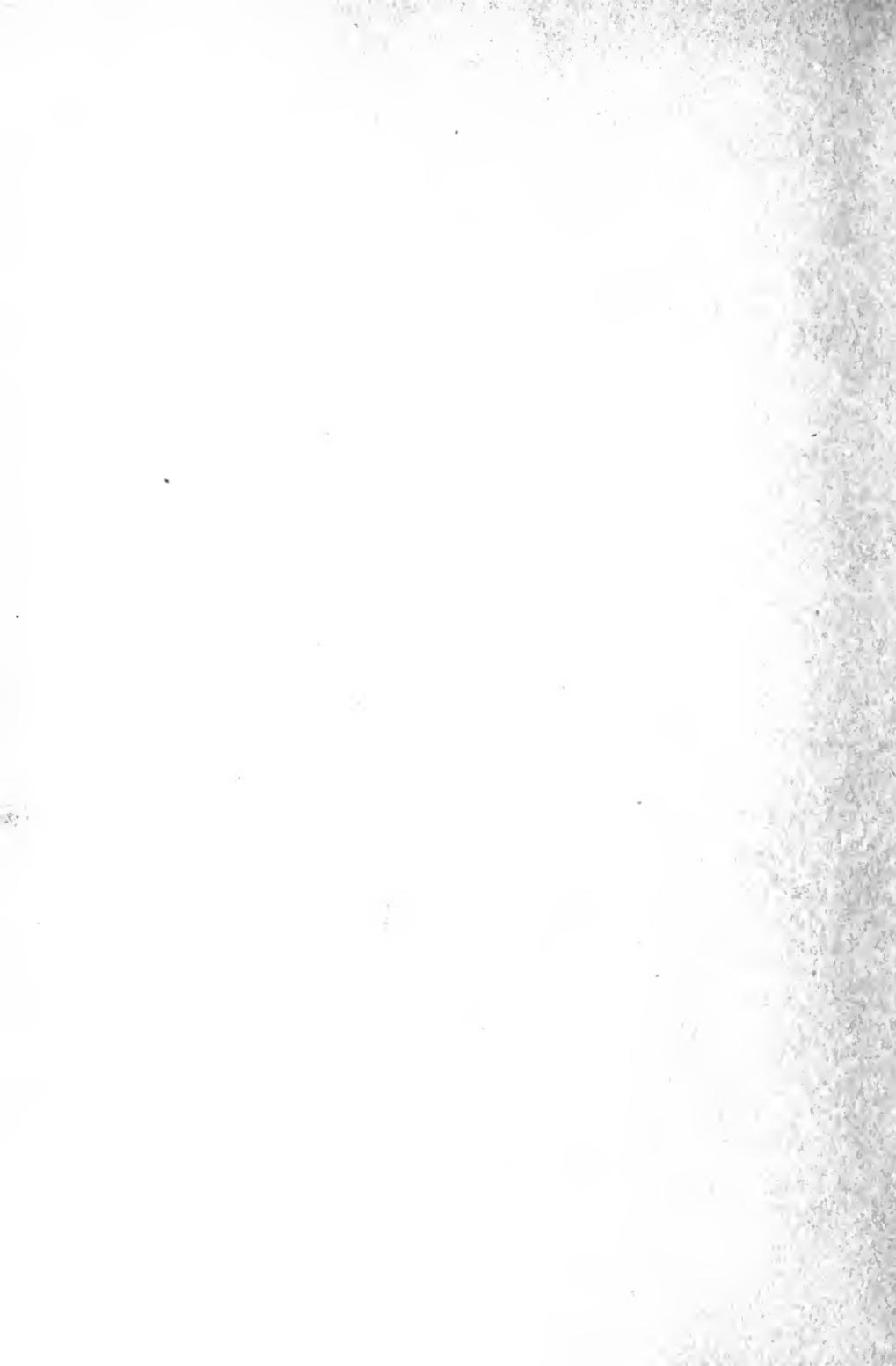
NEW YORK
THE RONALD PRESS CO.

1913

HF 6107
.C5

COPYRIGHT, 1913,
BY
THE RONALD PRESS COMPANY

**To
MY FATHER**



PREFACE

IN the present volume I have attempted to present in concise form a practical essay on how newspaper space may be sold efficiently. Of the many-sided problem in newspaper making I have taken only one part, that of local display advertising. The selling of space to national advertisers is not within the scope of the present theme. That subject does not differ in some of its fundamental aspects; but it is one deserving of separate consideration.

This book is based upon a series of lectures which I delivered to the students of advertising in the School of Journalism at the University of Missouri. The fifth chapter is the result of an investigation into some of the advertising problems of Missouri newspapers. Indeed, the experiences which newspapers generally have found valuable in developing local display advertising make up the largest part of the work.

My experience as an advertising "solicitor" in the metropolitan as well as the small town field convinced me of the need of a BETTER WAY.

If the book will give to only a few publishers a clearer insight into the advertising problems

of their newspapers; if it will offer suggestions to their advertising managers in developing new business; if it will help a part of that large number of advertising men engaged in the actual work of selling space, by suggesting the means by which they may more effectually control situations; if it will stimulate thinking along advertising lines and direct men of aptitude and ideals to enter the advertising side of newspaper activity; if, finally, it will be the means of bringing forth from co-workers other books on the subject, then, indeed, I shall feel that this volume has been of some real service.

I am deeply grateful to a number of newspaper publishers, as well as their managers and salesmen, who have shown friendly interest and co-operation. For helpful suggestions, I am especially indebted to Walter G. Bryan, of Chicago; and to Walter Williams, Dean of the School of Journalism of the University of Missouri, my former teacher and colleague.

J. E. C.

Saint Louis, Missouri,
January, 1913.

CONTENTS

	PAGE
CHAPTER ONE	
THE SALESMANSHIP THAT SERVES	11
CHAPTER TWO	
MAKING A MEDIUM	27
CHAPTER THREE	
CONVERTING THE RETAILER	45
CHAPTER FOUR	
HELPING THE MERCHANT	63
CHAPTER FIVE	
“NEW BUSINESS”	89
CHAPTER SIX	
ADVERTISING FOR ADVERTISING	115



LIST OF PLATES

PLATE	1—Does Not Carry Confidence	71
"	2—A Talk on Linens from the Woman's Viewpoint	74
"	3—A Service Idea that Sold Athletic Goods	75
"	4—An Example of the "Low-Price" Appeal	77
"	5—A Well-Displayed Page of Store News	81
"	6—The Picture Faces the Wrong Way	84
"	7—A Definite and Timely Suggestion	93
"	8—Two Ads of a Series that Increased a Photographer's Business 33 per cent.	101
"	9—A Dignified Dentistry Advertisement	103
"	10—A Forceful Appeal for the Gas Range, the Cool Kitchen and "Mother"	107
"	11—An Effective Appeal to Mothers	109
"	12—How a Restaurant May Advertise	110

List of Plates

PLATE 13—Creating Public Sentiment to “Buy at Home”	113
“ 14—How Canadian Newspapers are Making Readers More Re- ceptive to Advertising	119
“ 15—Soliciting through Newspaper Advertising	121
“ 16—Increasing Circulation by Ad- vertising Advertising	123
“ 17—Gives “Reason Why” Women Should Read Advertisements .	126
“ 18—Gives Men “Reason Why” They Should Read Clearance Sale Ads	127
“ 19—Focusing Attention on Distinct Lines of Advertising	131

Selling Newspaper Space

CHAPTER ONE

THE SALESMANSHIP THAT SERVES

AN ESTIMATE OF NEWSPAPER SPACE

A DVERTISING space in a newspaper of the right sort is essentially a sound and worthy commodity. The daily or weekly newspaper in every community goes into the homes of that particular community. The circulation is concentrated. The merchant can come before the readers with a direct appeal. He is able to get repetition, frequent change, and immediate appearance of advertisements.

In addition, the newspaper has a hold upon the affections of the family circle. The natural interest in the news and editorial columns makes the newspaper an eagerly watched-for visitor. This informing friend is admitted into the home where perhaps no other sales forces go. In these homes, common hopes, ambitions, and tastes exist. Needs arise. The newspaper is the outsider that is sought for counsel.

People subscribe to a newspaper for the news.

TO SELL SELLING

12 Selling Newspaper Space

True. But its advertisements are a part of its news, and these advertisements reach the reader in a receptive mood and their suggestions are followed. Good merchandisers have proven the power of newspaper advertising. Retail stores could no more get along without the newspaper than the newspaper could get along without the retail store. Commercial progress has given an enviable place to newspaper advertising. It is no longer a debatable policy.

SPACE VALUES

Admitting that advertising is necessary to the welfare of the newspaper, have we not been side-tracked by the desire to sell large space rather than the right space? Have we not failed to recognize that the greatest amount of advertising does not necessarily mean the largest profit? Have we not over-stressed the appeal to use space, disregarding the real value to the consumer of the commodity offered? Have we not overlooked the truth that every advertiser who is talked into using too much space is an enemy earned? For how much is business worth which does not pay the advertiser? How much is business worth which does not lead to more business? And what shall it profit a publisher if he sell space which proves unprofitable to the advertiser?

This is the question before the newspapers of to-day. Its answer is not sending us to ethics or sentiment. Good business sense is bringing about an impending and deeply significant change in the selling of advertising space. The process is most natural.

All advertising has gone toward size rather than perfection. We have been too busy in expansion to consider results. We have had an appetite for big space. Every publisher has printed big editions which did not pay him one cent, and did not pay his advertisers any better. This is a false policy. The life of a newspaper depends on advertising patronage. The most prosperous newspaper in the country would be put out of business if the local merchants withdrew their advertising. It usually cannot, certainly should not, get this advertising unless it gives value received—unless it makes this advertising profitable both to itself and to the advertiser.

What the newspaper needs is better understanding of how to market its advertising columns. The prevailing faults may be easily corrected. They consist of over-salesmanship on the one hand and under-salesmanship or copy-chasing on the other. The first is the fly-by-night policy imbued with the old idea that "Anything to get business for to-day's issue is all right." The second is the type of solici-

tation which contents itself with "Anything for today?" or "You ought to have an ad this week." In a central Missouri town a publisher sent the office boy around to renew a contract. The merchant had been considering the use of more space, but the "lack of interest," as he expressed it, of the publisher caused him to renew for the old amount.

Over-solicitation and under-salesmanship are both non-productive. The first does not conserve the soil of business; the second does not cultivate it. Both are sellers of space merely. Real salesmanship is developmental. It never "solicits." It points out opportunity; it is informative; it is educational. It makes old business pay and develops new business. It is the salesmanship that serves vitally the advertiser, and at the same time benefits the publisher and the public. Creative salesmanship is basic to newspaper permanency; it will grow in importance as a factor in advertising.

DIFFICULTIES IN SELLING SPACE

If the fact were universally admitted that newspaper advertising is an essential to success in business, if merchants everywhere understood the selling power of newspaper advertising, we should still need the creative salesman of advertising space. Why? Because of competition? Not entirely.

To strengthen belief in advertising? Yes; and to point out new and specific uses of newspaper advertising. Human nature does not usually, of its own accord, "bring home" ideas. Direct applications must be brought to our attention again and again. Then we will act.

Since the salesman plays so important a part in the sale of definite visible objects whose value is often determined by weight or measurement, it is obvious that in selling so intangible a commodity as advertising space, the personal equation looms large. It is a well-recognized principle that once a salesman of typewriters, for example, gets far enough to get permission or excuse to bring a machine into a man's store or office, the sale is half made. But the advertising salesman cannot invite you to "look over his line." He cannot leave his space "on trial." He cannot even "deliver" immediately, because "delivery" rests upon the support given him by persistent, backed-up copy. He sells "future."

Emerson said, "He is great who can alter my state of mind." *In selling advertising you influence a mind to influence other minds.*

Moreover, as soon as the average prospect realizes that he is confronted by an advertising solicitor whose business is to part the prospect from his

money—even if this parting is for the prospect's own good—he draws within “a shell of caution.” This obstacle is common in all selling. The difficulty usually arises because the salesman introduces his *purpose* before he introduces his *proposition*. The moment you say, “I am a solicitor for *The Daily News*,” you erect an obstacle. Unless the prospect wants to advertise, his tendency is to think and to say “Nothing to-day.” Our minds are quite automatic. The moment we hear or see a thing the mind reacts; we make an evaluation which is favorable or unfavorable.

The story of how a salesman of pianos overcame unfavorable evaluation and reached out for the point of contact illustrates the use of imagination and initiative—two elements fundamental in selling space. This, in substance, is the salesman's analysis of his problem, as told by A. W. Rolker:

“ ‘If I could only devise an approach that would make people want to listen to what I have to say!’ he said to himself.

“ ‘Why not turn the old method around and concentrate interest on my goods first, leaving the firm to come in after I have my man interested? If I make my story strong enough, I need never mention the word “sale”—the prospect will turn himself into a buyer. My task is founded on the same

principle as the advertisement. I must have a strong "headline" to reach out for my prospects. To say: "I'm Bill Brown, of the Peachblow Piano Company," never lifted any woman off her feet.'

"Now, when the door opens, Bill Brown opens with a catchline. He says:

"‘Madam, would you mind if we put a piano into your house free of all charge?’

"Formerly Brown estimated a hundred doorbells to land a favorable response. Before the new sales method was a week old the average dropped to seventy, and finally to sixty calls—and sales were according."

REQUIREMENTS OF THE SALESMAN

I asked ten newspaper publishers of unquestioned ability, "What is the strongest feature of your best local advertising representative?" Their replies sounded the keynote of what the salesman's equipment should be. These requirements may be summed in two words:

- (A) KNOWLEDGE
- (B) PERSONALITY

(a) What the Salesman Must Know

Under knowledge I would include, first of all, *a knowledge of the power of honest advertising*; next, *an understanding of the me-*

dium; finally, *appreciation of the advertiser's problem.*

A salesman who is thus qualified can impart matters of interest that will hold and impress the prospect's attention. Any idea in the customer's mind that you do not *know*, any intimation of a lack of authority on the subject you present, is apt to be fatal to the sale. The only precaution is actually *to know*. A believer in truthful advertising who understands and applies the selling points of his newspaper to fit the advertiser's needs is ready to talk with a confidence that wins. He can present a new point of view to the merchant about the merchant's business. He can do this because his mind is a register of every advertising success or failure, and he understands that successful advertising is the result of close analysis of local conditions and of consistent adherence to some plan that meets the conditions of the particular community and the particular store. Since the merchant has not the time, nor at first the interest, the newspaper representative works out a plan that will develop good-will and increase sales. The destinies of newspaper, merchant, and public are in the advertising salesman's hands. He can do more to discourage dishonest advertising than the preacher, because he knows *the commercial value of truth.*

Show any merchant that you are interested in his business; present ideas that will "cash in" for him, and he will be glad to see you often.

The harmonious mental attitude between the prospective advertiser and the salesman results from a feeling of confidence. Belief always precedes conviction and action. Moreover, this state of mental unity comes quickest when the salesman shows that he knows and believes what he is talking about. Desire is not always awakened by arguments. General statements do not call images to the mind of your prospect. This is why the representative suggests the exact size and idea for the copy. The merchant begins building images of increased sales, and these cause a feeling resulting in action.

"Every merchant I know," says William C. Freeman, "and I have called on a great many in the twenty-five years that I have been an advertising man, has always been willing to listen to some definite plan that meant, if adopted, the betterment of his business."

But you cannot present a definite plan until you know the prospect's problem. You must be able to consider the proposition from his viewpoint. To ascertain this, it is necessary to get the prospective advertiser talking. The mere suggestion of a new

point of view will often start the mind working along definite lines. Perhaps a question or two about a merchant's business, or a bit of information presenting an outsider's idea of the store will do this. If your knowledge of his affairs is accurate—if you appreciate his problems—he will talk freely. One publisher estimates the art of selling space in these four words: "Be a good listener." The American business man is glad to talk about his business if you will give him a chance. Confidence springs from appreciation. Intelligent listening will find the point of contact between your plan and his business. "You must be nine-tenths judgment and one-tenth talk, and use the nine-tenths judgment to tell when to use the one-tenth talk."

I would sum successful salesmanship in this way: Be an intelligent listener; always talk the *prospect's* proposition, not *yours*. If you understand something of a man's business, and know the possibilities as well as limitations of that business, presenting the right plan at the right time, the merchant will sooner or later adopt your suggestions.

(b) *What the Salesman Must Be*

"The best representative I have is a man who believes in newspapers so thoroughly that he commands a hearing because of his knowledge and enthusiasm," said a publisher.

There you have the second great requirement, *personality*. Personality is the "man to man" relation which business is made of. In no work is strong personality a richer asset. The advertising salesman is judged by those nice outward evidences of character; his dress, his manner, his tone should give a favorable first impression. At the core he must be honest and sincere. I have already emphasized the fact that the advertising man carries no sample case. His proposition is rated unconsciously by his personality.

Tact, the applied science of putting yourself in the other fellow's place, is included in personality. Tact presupposes that the advertiser is more interested in making money than he is in making a companion of you during business hours. Enthusiasm in selling is the expression of belief; its source is knowledge of what you have for sale; the result of enthusiasm in the seller is enthusiasm in the buyer.

In the make-up of the creative advertising salesman is another faculty. Enterprise, enthusiasm, energy, are splendid qualities, but even combined they do not supply the place left vacant by a lack of imagination. A well-grown, vigorous imagination is the key that opens understanding to individual nature.

Personality may be developed and strengthened.

Knowledge can be acquired. Both together form ability.

THE PUBLISHER'S PART

Before we can have efficiency, ability must be directed. Publishers used to think that the only way to get business was to hire plenty of "leg talent" and let it "hit the line" hard. Now we are finding that this is only one of the important parts in selling newspaper space.

The publisher, or his direct representative, has an important inside work. Organization and co-operation are two words the significance of which in selling we have only guessed at. A unified selling force has a stimulating effect on each salesman. No one man gets all the knowledge he needs while selling. There is not a salesman of advertising anywhere, no matter how experienced or able, who will fail to profit by knowing what every other man on the paper is doing. We improve and gain from the experience of others as well as from our own experience.

It takes picked men who know advertising and have enthusiasm *plus*. To create a team-work spirit, the head of the advertising department must hold frequent meetings of the staff. In these sessions, circulation, advertising rates, advertising pol-

icy and all problems pertaining to the getting of advertising on the right basis are discussed. I could name some of the largest newspapers in the country that hold frequent meetings of the advertising department. The heads of these departments will tell you that all salesmen are made better salesmen by this training; and that the development of sympathy with the spirit of the newspaper is worth while of itself.

Every Monday afternoon the manager of the *Seattle Times* holds conference with his advertising salesmen. At the beginning of the new year's business he spoke, in part, as follows:

"I want every man in this room to feel that he is at peace, both with his work and with the advertising community.

"By this I do not mean that we are to be lazy or that we lack competition. Peace may be defined as orderly activity. The very sharpest football game on record was possible only on a field where peace, law and order prevailed. Not only did the crowds keep order in looking on, but the players played according to rule.

"PEACE DOES NOT MEAN LAZINESS; NOR DOES HUSTLING NECESSARILY MEAN WAR.

"I want every man in this room to realize this

feeling of optimism and permanency in the minds of the management of *The Times*, and make use of that realization in his work.

"I want every man in this room to feel that he is so assured of his position that he does not need to do extraordinary things. He need not make a quick dash, nor try to make a wonderful record. Spurts are followed by depressions. Each of you has been trained through some years in the advertising department of *The Times*. You ought to do your work more easily this year, but I shall certainly expect you to do as much as you did last year, and the steady, cheerful, peaceful grind will do better than the rush, the roar, and the hurrah!

"I want every man here to feel confident of the value of *The Times*, of the force of *The Times'* management behind him, and of his own ability to get a goodly share of the advertising patronage on his route. I want him to feel that, in case he loses a customer on business grounds, he can come into this office and report that loss without fear of consequences. At the same time, I want him to realize that if the department detects any slack in the peaceful and orderly work which he should perform for us, he is in danger of reduction in the ranks, or of something even more drastic."

The inside work of making a strong medium; of keeping systematically needed information about advertisers; of following up prospective advertisers; in short, of unifying the whole organization so that there will be little lost motion; moreover, the promotion of business by advertising for advertising; all this increases the producing power of personal salesmanship.

THE ORGANIZATION IN ACTION

The publisher's part is to make a good medium, to back up his representatives financially and morally, to co-operate with them by keeping them in close touch with the medium, and supporting their efforts by printed advertising to prospective advertisers. One of the most successful publishers in America impresses upon his representatives the importance of this truth: "No business is worth very much unless it leads to more business. No year is successful unless it points to a still more successful year." This is what real progressiveness means.

The advertising salesman's part is to believe in the power of honest advertising, to understand thoroughly the medium, to appreciate the problems of advertisers.

The moment the publisher and his representatives understand that their business is not to sell

space merely, but to make more business for the advertiser, the aspect of the problem changes. The only way to make permanent advertisers for the newspaper is to make permanent customers for the advertisers. This is fundamental to lasting profit in selling space. It benefits newspaper, advertiser, public. Such is the salesmanship that serves.

CHAPTER TWO

MAKING A MEDIUM

WHAT IS A GOOD MEDIUM?

TWO main elements make an advertising medium—the first, numbers; the second, the buying power of these numbers. All advertising media have some value. But whether or not a medium can be profitably used by an advertiser is a question to be determined only by careful analysis of the individual business and the particular medium. It is well to understand at the outset that the value of a medium is relative, depending on the proposition to be advertised.

For example, automobiles cannot be sold through a medium reaching only families whose earnings average \$2 a day, even if the circulation is a million. On the other hand, the same medium could sell a cheap commodity at less cost than a medium which had a small, select circulation. The advertiser, then, must judge a medium by the number of possible buyers of his goods which the medium reaches.

In general, the local merchants of small towns and the majority of advertisers in cities seek largely

the same class. *They want to reach the largest number of substantial, home-building families.* The consideration of numbers and buying power are the main elements. There are, however, other questions to be answered.

1. Does the medium reach the people within a purchasing radius at a time when they are receptive?
2. Is there opportunity to repeat the message; to make continuous impression?
3. Can the advertisement be changed often enough to meet ever-changing conditions?
4. Does the medium bear the stamp of public confidence which makes the readers responsive?

Measured by this fourfold standard, we find but one kind of medium which can answer "yes" to all of the above questions. It is the newspaper.

STRENGTH OF THE MEDIUM

Leaving for the present the question of numbers, the buying power of these numbers, and the matter of rates, the line of cleavage between the strong and the weak newspaper as a medium is determined by the closeness with which they measure up to the foregoing requirements. Any consideration of the strength or the strengthening of a newspaper must therefore be based upon these requirements.

1. CIRCULATION. The answer to the first question, "*Does the medium reach the people within a purchasing radius at a time when they are receptive?*" is to be found only in a circulation analysis. This should include: (1) total daily average circulation; (2) number delivered to homes; (3) number of news-stand and street sales; (4) circulation by local districts; (5) circulation in contiguous territory; (6) circulation outside of purchasing radius (as in other states); (7) free copies.

Circulation and rate never tell the whole story. All circulation beyond an advertiser's field of activity is dead circulation so far as that advertiser is concerned. An advertiser's business is seldom as good in one local section as in another.

It is true, of course, that in every community it is possible to reach practically every buying class of people through the newspapers. What the advertiser should look for in making his selection is the newspaper or newspapers which have a circulation of the largest per cent of possible purchasers.

There is perhaps less waste of circulation in newspapers than in any other medium. People within the town are within the easiest purchasing radius. The great bulk of the out-of-town circulation is usually among people close to the town or city who make numerous trips there. They too are

within the purchasing radius, and the firms whose names are known to them are the firms which get their business. Yet in many cases the out-of-town circulation is useless, partly because it is too far away, and partly because the advertiser and the newspaper are not making the most of their opportunity. When a store advertises a special bargain price for one day only, it means that the larger part of the out-of-town circulation is disregarded. If the newspaper would arrange with the advertiser to change his copy for the out-of-town edition, using in this edition mail order copy, the "resultfulness" of the total circulation would be greatly increased. Of course, there would be some additional expense attached to this process, but the medium would pay out proportionately better.

The newspaper naturally reaches the public when it is most receptive to buying suggestions. The very act of reading requires attention and renders the reader open to suggestion; moreover, his habit of looking to the newspapers for the news of both people and merchandise is a potent factor in placing him in a receptive frame of mind and adds materially to the value of the newspaper as an advertising medium.

2. REPETITION. The second requirement when considering the strength of the medium is the op-

portunity afforded for proper repetition. It is possible to reach the same people day after day at lower cost and with greater effect through the newspaper than through any other medium. There is, however, one fact which many publishers do not estimate at its true value. When a newspaper is printed at the same time every evening, or morning, and delivered in exactly the same place, subscribers get the habit of going out for the paper at a regular time and finding it in the same place, and this in itself greatly increases the advertising value of the medium. Habit is but proof of the influence of repetition. The co-operation of the circulation department with the advertising office in procuring a large, solid circulation, and delivering the papers on time, greatly strengthens the medium.

3. IMMEDIACY. Our third requirement, immediacy of the appeal, is another natural advantage of the newspaper. There are many advertisers who can afford only advertising that will bring direct returns. Newspaper advertisers have the opportunity of realizing on this to the utmost by adjusting their copy to ever-changing conditions.

4. RESPONSIVENESS. The stamp of public confidence is perhaps the most important essential in making a newspaper an advertising medium. That

which the newspaper has for sale is news—news of the day and news of merchandise. The newspaper's quantity and quality of circulation depends upon the sort of news it prints, and the reader's confidence in the newspaper is built upon its fairness in printing and commenting on the news. And it is the advertiser who profits from this bond of faith between the public and press. The very essence of a newspaper advertising medium is *reader-support*. The paper that is made up and published for the subscriber will get subscriptions. Upon these subscribers the paper will have a hold that will make its advertising space profitable. The newspaper cannot hope to establish a medium in a permanent way unless it properly serves its subscribers. So we come back to our first statement that the newspaper's commodity is *news*. The strength of the medium rests upon the kind of news it sells. The advertiser should judge the medium first as a newspaper; not that it should please his personal fancy, but that it should secure the good-will of the readers.

"A newspaper is built up of trust," says Charles H. Grasty. "The impalpable, intangible, invisible thing—Confidence—the confidence of the reader, the confidence of the advertiser, is the solid rock upon which the newspaper property is founded."

Therefore the publisher who sells anything less than the truth to the buyer of circulation sells his honor in the bargain. Good-will of the people has a cumulative value. A newspaper *name* may be worth a hundredfold more than all the property you could crowd into a building.

Since results, since the very strength of the medium depends upon public good-will, the advertiser should co-operate with the publisher to make first of all a good newspaper. Every honest advertiser who refuses to keep company with the fake and the fraud encourages the publisher who bars such advertising. This will make all advertising more effective. "The advertiser who puts anything but the truth into the newspaper space he contracts for, barters his good name and the good name of the publisher."

The old conception of the newspaper was that of a common carrier of news. Though this idea is no longer general, many publishers still view the advertising columns as bulletin boards on which any man may spread his offer, if he has the price. However, fewer newspapers are now accepting the advertising of fake financial promoters, get-rich-quick companies and quacks. They are learning the commercial value of honesty. The following history of a victim of the old theory shows that one fraudu-

lent advertisement can do as much harm as a "double-leaded" news-story.

A man who had been a reader of a certain newspaper for twenty-five years, and confided in it all that time, did not believe the newspaper would advertise swindlers, while on the editorial page it was condemning crookedness. Several years ago he bought stock in the traction company of his city, paying \$82 a share for it. The company got into financial trouble, and the newspaper led a persistent, bitter attack on its management. One day it had an editorial saying that the street railway company's shares were not worth the paper they were printed on. Trusting the paper's judgment, the man sold his stock at a big loss, and, trusting the same paper's advertising pages, put his money into the stock of United Wireless. Now the promoters of the wireless company are in jail, the property of the traction company is in good shape, and its stock, which is paying dividends, is selling for \$88 a share. The victim has changed newspapers.

Not only should the advertising columns be clean, but it will profit the advertiser—and the publisher's duty is to point this out to him—to lend a hand in making the advertising columns, to the exclusion of the news columns, the one great show-window of merchandise. The free write-up, or

"puff," as it is called, does not mislead the reader. It merely destroys his confidence. There is a marked tendency among retailers themselves to discount the free write-up. There is pretty good evidence that the reason a merchant wants the write-up and special favor is because his competitor gets them.

The news of merchants should be handled like other news. The newspaper should understand that no advertising is worth having unless it pays the advertiser, and the advertiser should understand that free notices, as well as editorial domination, lowers measurably the newspaper as an advertising medium. As to this, interests of the publisher and the advertiser are identical. A good newspaper for the reader makes a good medium. Advertising that pays the advertiser pays the publisher and the public.

The same far-reaching policy that actuates the editorial department should control the advertising department of a newspaper. One fraudulent or exaggerated advertisement can do as much harm as a page of fraudulent news. The fake advertisement fetches money that frequently wrecks homes; it is even worse than the fake story. Both hurt publishers and advertisers because they directly hurt the public. It is, therefore, to the mutual benefit

of publisher and advertiser to make a good newspaper for the reader—one upon which he knows he can rely.

TESTING THE MEDIUM

Local conditions vary so much that there is no universal test of a medium. Advertisers have a right to know exactly what they are buying, and the publisher should see that they get absolute facts to enable a thorough circulation analysis. On the other hand, merchants should not be blinded by space rates. They should rather bear in mind that it is not the *cost* of the medium, but the *results* which a medium brings that determine its real value. A publisher usually knows what his space is worth, and the advertiser should understand that no newspaper dumps high grade goods on a bargain counter and sells them off at half price, unless they are defective. If a newspaper sells space cheap the advertiser had better look for the reason. The publisher might with profit bring to the attention of his advertisers the following advice given by an advertising man who has had many years of experience both in the selling and buying of newspaper space:

“Don’t be swept off your feet by a low price. Remember the newspaper man is a merchant just

the same as you are; and he is charging you what the goods are worth. Coffin plates at a cent apiece are cheap if you have any use for coffin plates—but have you?"

Usually there is as much difference between the results from a ten cent an inch and a fifty cent an inch paper as there is between a ten dollar suit of clothes and a fifty dollar suit. In one Missouri town a real-estate firm advertised in a paper which had a ten cent rate; the contemporary's rate was twenty-five cents. After advertising in the former medium for a while the twenty-five cent paper was given a trial. Later the real-estate advertiser went to the twenty-five cent paper and said, "We had been getting only ten cents worth; we are getting twenty-five cents worth now." A lesson was learned.

A circulation analysis may decide the value of a medium. Other considerations, such as whether the circulation is claimed or certified, whether it appeals to the better class or to the masses, the comparative amount of advertising of all kinds carried, the comparative amount of advertising of the particular business carried, whether the paper is the favorite department store medium, whether the paper carries objectionable advertising—all these points throw informing light on the value of the medium.

The one certain test is a fair try-out campaign, for this determines every phase of a newspaper's strength and weakness.

THE QUESTION OF RATES

The standard of payment as regards quantity of circulation is rate per agate line, or inch, per thousand per insertion.

Metropolitan newspapers sell their space from one-third to one-thirteenth of a cent per line per 1,000. In Chicago the one-time rate of the daily newspapers varies from one-half cent per line per 1,000 to one-tenth cent per line per 1,000; the contract rate varies from one-fourth cent per line per 1,000 to one-thirteenth cent per line per 1,000.

The average one-time rate of five New York newspapers, representing the average city type, is one-fourth cent per line per 1,000; contract rate, one-fifth cent per line per 1,000.

Following is a list of rates in ten cities outside of Chicago, which gives the total circulation of the newspapers representing average city types, the combined rate, the average rate on one-time basis, and the contract basis:

	<i>Circulation</i>	<i>One-Time Rates</i>	<i>Contract Rates</i>
NEW YORK 5 daily papers.....	834,979	\$2.00—1/4c. per line per 1,000	\$1.545—I/5c. per line per 1,000
PHILADELPHIA 3 daily papers.....	568,007	.80—I/7c. “ “	.60—I/7c. “ “
ST. LOUIS 3 daily papers.....	364,334	.75—I/5c. “ “	.44—I/8c. “ “
BOSTON 3 daily papers.....	555,598	.75—I/7c. “ “	.75—I/7c. “ “
CLEVELAND 3 daily papers.....	181,880	.47—I/3c. “ “	.33—I/5c. “ “
BALTIMORE 3 daily papers.....	240,433	.60—I/4c. “ “	.43—I/6c. “ “
PITTSBURGH 3 daily papers.....	234,261	.56—I/4c. “ “	.295—I/8c. “ “
DETROIT 3 daily papers.....	229,680	.47—I/6c. “ “	.31—I/8c. “ “
BUFFALO 3 daily papers.....	229,680	.475—I/5c. “ “	.29—I/8c. “ “
SAN FRANCISCO 4 daily papers.....	302,809	.85—I/3c. “ “	.66—I/4c. “ “

An authority dividing newspapers on the basis of circulation into three classes, as follows: (1) 15,000 to 50,000; (2) 50,000 to 100,000; (3) over 100,000; gives the average rate for papers of the first class per inch per 1,000 circulation as .0250; the average rate for papers of the second class as .0209; and the average rate for papers of the third class as .0202. The average rate for all three classes of papers considered is given as .0239. A fair rate for the country weekly newspaper is one cent an inch per hundred subscriptions.

Sworn circulation is worth more than claimed or estimated circulation. Circulation built without extraneous inducements is worth more than contest-built circulation.

Every newspaper should have a rate card, and all business should be "put on the card." There is some question about the flat rate as opposed to the sliding rate, but at the present time most newspapers have a graduated rate card. The flat rate appeals to the small advertiser and the new advertiser who do not know what their own propositions amount to; but at the same time the advertiser who has gathered enough statistics about his business to know what he can profitably pay for newspaper space, prefers to contract for a quantity.

While there can be no question that the grad-

uated rate is an inducement to buy a sufficient quantity of space and advertise regularly, objection is urged against the written contract that the merchant does not always know how much space he will need. Some department stores invest two per cent of the sales in advertising. As a rule, however, the amount is somewhat higher, ranging from three and one-half per cent to five per cent. The age of the store and the character of the goods advertised should determine this.

The *Philadelphia Press* quoted the following rates, on a basis of 80,653 sworn circulation, for display advertising:

Daily—20 cents per agate line.

On yearly contracts of 500 lines; 1,000 lines; 2,500 lines; 5,000 lines; 7,500 lines and 10,000 lines; discounts of 12½ per cent, 17½ per cent, 20 per cent, 22½ per cent, and 25 per cent, respectively, are allowed.

Sunday—25 cents per agate line, flat.

(Sunday circulation 171,778, sworn.)

As a substitute for the written contract an Oklahoma publisher has this plan:

Regular rate, 37 cents an inch.

1,000 inches,	35	cents.
2,000 "	32	"
3,000 "	29	"
5,000 "	25	"
10,000 "	20	"

The advertiser pays 37 cents until he has used 1,000 inches. As he passes each mark he is given a cash credit according to the rate he qualifies for. The publisher says the arrangement works well.

The practice of charging extra for full position is quite common among the stronger newspapers, and, in the competition for attention among advertisements, this practice is fair to advertiser as well as publisher. Matrices, drawings and etchings are made by the newspaper for the accommodation of the patrons, sometimes at the ordinary commercial charge, but there are a few cities which furnish these free to advertisers. Problems of competition usually result in stripping the newspapers of their just due.

Merchants think that they object to the term "high rates." As a matter of fact, they resent only and rightly the feeling that some one else is buying space cheaper or getting more favors than they are. There is no limit to rate-cutting once it is begun,

just as there is no limit to the free write-up. Both are harmful to the publisher and to the advertiser. Every advertiser should be privileged to the same rate and the same treatment as any other advertiser on the same basis. It is not the cost of a medium, but the result from the medium that determines value to an advertiser.

ONE PRICE TO ALL

The general public in a small town, and the advertisers, no matter how large their city, know pretty well how a newspaper treats its advertisers, and this is a key to public sentiment regarding the whole policy of the newspapers. Only the one-rate paper can occupy a position of influence and independence. Any other policy is based on the business slogan of many years ago, "Let the buyer beware." An investigation of newspapers in Missouri showed that in over sixty per cent of them, and especially in the small towns, space was being sold at bargain prices. Nothing will discredit a medium so quickly. Before the advertiser will place a high value on a medium you must regard it highly yourself. Bargain prices, as well as "special" and "confidential" rates, do more to destroy advertising than any other thing.

*ad
val* →

Another practice common to many small town

newspapers is the charging of one price for foreign advertising and another for local. The local advertiser has every advantage of the foreign advertiser; he understands the medium better; he knows the buying power of the readers; he knows local conditions; and he is situated more favorably for direct returns. The rate and the basis of discounts allowed should be the same for all, foreign or local, printed on the rate card, and strictly adhered to.

In making a rate card, the following items should be remembered:

Give all necessary information regarding your paper, as, name of publication; circulation; name and population of city; character of paper (morning, evening, or weekly); number of pages; columns to the page; length and width of columns, etc. Print rates, stating cash discount, if any. Save the advertiser all the trouble you can by presenting this information tersely and in an orderly fashion. Place on your rate card every condition you intend to enforce.

CHAPTER THREE

CONVERTING THE RETAILER

THE PROBLEM OF RETAILING

IT frequently happens that an advertising salesman represents a strong newspaper and understands fully the merits of his medium; he may have at tongue's end the special information concerning number and kind of subscriptions, editorial influence, rates; yet he receives little consideration because he fails to fit his medium to the prospective buyer's problem.

Since the retailer is the greatest distributor of merchandise in the world, and his principal medium is the newspaper, the advertising representative must first of all understand the problem of retailing. Notwithstanding the fact that the modern store and the modern newspaper have grown up together, you cannot sell space to the unconverted merchant unless you can tell and show something that will be of value to him.

In a word, the problem of retailing, as the problem of all commerce in this day of quantity production, is *selling*. To create, divert, and sustain demand is the issue paramount in merchandising.

Every merchant knows that he can get plenty of goods if he has a rapid outlet for them. Every merchant is forced to buy heavily because with present-day high living and store competition has grown up a public which is most fastidious in its selection. The public goes where it finds what it wants. It seeks well-assorted stocks. Even in the smaller towns merchants are carrying larger stocks than they ever did before. At the opening of the season shelves are filled and bills are due. Action is demanded and demanded quickly. The buying inertia of the customer must be stimulated. In middle season buying enthusiasm must be kept up. At the end of the season stocks must be quickly turned into cash. To keep old customers and add new ones the merchant must hold out special inducements from time to time. Perhaps in his community there are certain classes of people that are not buying from him; perhaps his regular customers are not buying as much from him as they should; certainly there is at least one class of buyers which he has not fully developed.

Such problems of selling make it good business for the merchant to use every possible factor at hand which will keep goods moving.

Of course, the basis of merchandising goes deeper than selling. Trustworthy goods must be

bought right and be offered at fair, honest prices. In the main all stores have much in common. Yet we know that they are never alike. And the difference rests in the attention given to those seemingly unimportant selling forces, the "non-essentials" which give a store personality and reputation. The most valuable asset is reputation—the confidence of the customer, the good-will of the public. *Merchandise makes stores alike; service makes them different.* Both are essential to permanent success in selling. It is quite true that the public finds out sooner or later about the merchants of the town. But it is equally true that in present-day merchandising the storekeeper cannot wait to be "found out"; he cannot wait for business; he must make it.

In the list of selling forces are honest goods, courteous sales people, liberal policies, store service, window and interior displays, *advertising*. In the broad sense, every store is an advertising store, because anything that attracts attention to a store is advertising. Anything that people find out about you is advertising for you. But in the sense we are considering advertising here, advertising is the means of conveying to the minds of many, through print, a particular message. It is the selling force which puts in action all of the other selling forces. It is the service which makes known all other serv-

ice. It should never be considered apart from business. It is but the dress woven of all those myriad threads of business; and the quality of the dress depends on the threads in the fabric.

Since a store's advertising is merely the expression of what the store has to offer, every merchant who would succeed in advertising must understand this fact: upon the store itself depends the effectiveness of all his advertising. What the store has to offer in merchandise, in price, in policy, in service; the way a store satisfies customers—these are the fundamental things that make the one advertiser successful and the other unsuccessful. The store must be in fact what it appears to be on paper.

WHAT NEWSPAPER ADVERTISING CAN DO

The merchant cannot reach the public personally. Yet that public, to borrow the phrase of E. St. Elmo Lewis, "is sensitive. It goes where it is invited and it stays only where it is well treated." This makes it imperative upon the merchant that he send a representative to extend his invitation. Of all the forces which he has yet discovered to do this work, newspaper advertising is the most effective. It reaches more people in the shortest time at the lowest cost. It sells more goods than any other salesman, because it is ushered into the

home by the friend of the family, the daily newspaper. The newspaper is a voice which speaks at the same moment in thousands of family circles, carrying faithfully its messages. And it influences—not as the public speaker, who sways an audience by his oratory, but as a friend who comes to each individually, speaking quietly but effectively.

The character of a store may be above reproach. Its values may be exactly what the customer wants; yet the customer and the merchant may never meet unless the newspaper introduces them. I have said that reputation is basic to success in merchandising. It is only necessary to point out that advertising creates confidence and builds up reputation. The spreading of a store's reputation would be slow without continuous publicity—and so far as the retail merchant is concerned, publicity through the daily newspapers. If a store, in merchandising and service, is entitled to reputation to begin with, there is nothing which will prepare the public to accept and appreciate its merits so quickly or so impressively as newspaper advertising of the right sort. The B. F. Goodrich Company capitalized \$57,000,000 of good-will. Good-will, the result of advertising. Studebaker estimates his good-will as worth over \$19,000,000. Scores of instances might be mentioned to show that advertis-

ing of a worthy store holds and spreads public good-will.

When one considers the tendency of the times which, with its numerous services, has so greatly facilitated shopping, it is clear that the withdrawal of newspaper advertising would be a calamity. Its force in business is dynamic. The most interesting news of the day to a woman who plans a shopping tour to-morrow is in the advertising pages of her evening paper. The most interesting news to that woman to-morrow will be the advertisements in her morning newspaper. No more striking example of the attainment of newspaper advertising could be mentioned than the department store. The department store knows to-night whether yesterday's or this morning's advertising was good or bad. With it the purpose of advertising is simply to sell goods and insure a good name. It does this because it helps the customer to buy. The department store, nothing more than many stores in one, offers a lesson to all other retailers in large and small towns. It is at it always. With it advertising is a business proposition. Moreover, the department store knows that unaided advertising never made a permanent success.

This is a most important lesson, for, when you stop to think of it, there are too many merchants

who have not learned the purpose and power of advertising. Is it not amazing that in the purchase of his stocks, in the employment of his salespeople, and in the conduct of every other branch of store-keeping, the merchant is guided by principles of good business; but when it comes to advertising, which is one of the most important activities of his business, too often he moves blindly?

MEETING THE OBJECTIONS

I have stated briefly the problem of retailing, and I have tried to point out the place and purpose of retail advertising, not in theory, but in fact. I have tried to show that advertising is nothing magical; that its influence rests in serving as the honest expression of a store.

Now, while there are few merchants who do not spend something for advertising, we must face the fact that there are equally few who are alive to the real value and use of advertising. As proof of this, we have but to point to the great multitude of storekeepers who do not make the careful and individual business analysis which would enable them to *buy* advertising space as an investment instead of an expense, and to write advertising copy which would be resultful; in short, to carry out an advertising program along scientific lines.

THE PRESTIGE THEORY

The first class of merchants with whom the advertising salesman is confronted is composed of those who frankly "admit" that they do not need advertising. These merchants will tell you, in all seriousness, that the prestige of their store is so strong they do not have to advertise. Some of them will tell you that they have all the business they want. A few have never advertised at all, or, if they have advertised, have done so ineffectively; yet they are "convinced" that advertising does not pay. An active contention among the "prestige theory" type of merchant is that a good customer is his best advertisement.

Let us admit this. At the same time, let us point out to these merchants that the very fact of their prestige indicates superiority in some branch of merchandising. Perhaps his merchandise is of a better sort; perhaps his salespeople are more courteous; perhaps it is the personality back of the store. More than likely it is all of these. It is a recognized principle in merchandising that it costs more to get a customer than it does to keep one. A merchant with prestige, therefore, can advertise at lower cost and with greater result than any other. If the merchant already has prestige, he need but tell the reasons for this to the public, and he will

not only gain new customers but insure the trade of old ones. The most valuable thing any store has is its name and reputation. A merchant insures his stock against fire and loss. Why, then, should he not insure his name and reputation?

Moreover, every merchant must reckon with the persistent advertiser in his community who is constantly taking business away from the non-advertiser, while the latter goes on boastfully claiming that he does not need to advertise. I grant that people may trade with the non-advertiser because they like him; but in this day of commercialism, friendship will hardly prevent the purchase of better values elsewhere; nor will prestige alone be able to stand permanently against *prestige plus publicity*. Prestige, unannounced, may stand up against advertising for a time, but its losses are well distinguished. The end is the end which has overtaken many a commercial institution. "If I had a business that would not stand advertising, I would advertise it for sale."

THE CHARITY THEORY

In every community there is another class of merchants which looks upon advertising of all kinds as a favor or a charity. They will tell you that there are so many kinds of propositions that come

to their attention, such as the theatre programme, score cards, church papers, and the like, that they cannot afford to use all; therefore, without rhyme or reason, all advertising is a charity; and on this basis the newspaper is "turned down."

Or perhaps they feel indebted to institutions or individuals, and advertising presents a means of returning the favor; therefore, the appropriation is split and newspaper advertising is deprived of a fair show. The advertising of merchants who consider its bestowal a favor is sometimes persistent enough, but it is nearly always of the "label" or "card" type. It may keep the name before a public which already knows the name, but it does not even attempt to sell merchandise. Such advertising, we may as well admit, does not pay. When a merchant considers advertising an expense he usually makes it that. He takes little or no interest in his copy because he thinks it makes no difference.

THE "NOW AND THEN" ADVERTISER

The largest division in our classification is, perhaps, merchants who come under the head of the "now and then" advertiser. These merchants advertise for various motives. Sometimes because their competitors advertise; sometimes during a "big sale." They never have a particular plan;

they make no analysis; but they follow reluctantly after the enterprising merchants of the town. At the opening of seasons, and perhaps at the end of seasons, these merchants appear with large ads for a week or ten days. Sometimes they use the newspapers heavily. They also circularize the town; and for a while they may do a large business; then you never hear of them for six months. Among this class we may include also the retailers, who are quite conscientious in the belief that they have nothing to advertise unless it is a special sale. They have not discovered that advertising is the news of business; that the public is fully as much interested in knowing about store service and in getting buying suggestions throughout the year as it is in the twice-yearly cut-price sale. They have not learned that all readers are not bargain seekers.

CONTINUOUS ADVERTISING—WHY?

To these merchants the advertising salesman should point out that merchandising is very much like publishing a newspaper. "You've got to begin all over again every morning. All that remains of yesterday's edition—or yesterday's sales—is a little added prestige; a little added reputation."

Last year the publisher of a new weekly newspaper in a town of 2,000 tried for four months to

get a merchant's advertising. He called on this merchant—a furniture dealer—once each week. At the end of the seventeenth week the dealer said, "All right, I'll give you a trial. Fix me up a page ad and we'll see if advertising pays."

The thinking publisher replied: "It has taken a persistent sales campaign lasting four months, consisting of not less than seventeen visits, to sell you my proposition. Now you propose to do in one printed talk, which will probably receive less than a five minutes' 'hearing' with the average reader, what it took me seventeen personal talks to do. I cannot conscientiously accept your offer of one page. I will accept a trial campaign of seventeen smaller ads." The merchant saw the logic and sincerity of the publisher. He is to-day a persistent advertiser.

The merchant opens his store fifty-two weeks in the year. He hires his salespeople for six days in the week. His window display is before the passing public every day. Why should his whole attitude change when it comes to printed publicity? Why should he fail to understand that newspaper advertising is essentially the same as these other sales forces, only that its possibilities to bring business are greater?

When business is bad they quit advertising.

Some one has said that is what keeps it bad. Very often it is due to this cessation of advertising. Merchants have been known to do the largest volume of business during the months of July and August by starting a campaign for business. Vigorous advertising overthrows every dull season theory. It clears away stocks, keeps salespeople employed, pays bills.

One-time advertising pays only in exceptional cases. It takes persistent follow-up. The merchant who advertises to-day and expects business for the rest of the month has a false notion of the power of newspaper publicity. Repetition is necessary for response. It is far better for the advertising salesman to be conservative in his claims. Let him point out that the public cannot be expected to rush into a store in response to one advertisement. Moreover, every merchant who has advertised persistently will bear witness to the statement that very often the customer responds without saying so. In fact, it is quite common for a customer to enter a store and make a conscious attempt to conceal the fact that he is responding to an advertisement. I have seen such men walk into a store and ask to look at suits of clothes, and, after much questioning, confess that what they really wanted to see were those \$30 suits for \$22.50. I have seen

women go to the handkerchief department in response to an advertisement of 15 cent handkerchiefs for 10 cents. Yet they would not ask for the article in this way. Under such circumstances most women prefer to ask merely for handkerchiefs; but they are much pleased when the salesman shows them the handkerchiefs which they have read about the morning or evening before.

A merchant must be taught, if he does not know it, that spasmodic advertising is inefficient. An advertising salesman once pointed out to a merchant who advertised once a year that an engine of 1-cat power running all the time is many times more effective than one of 40-horse power standing still.

This is not idle talk when applied to advertising. The so-called advertising graveyards are filled with those who used this tremendous power—publicity—with 40-horse power campaigns which covered only a certain distance and then came to a standstill.

Many a “1-cat power” campaign is successful and growing, because it “runs all the time.”

The advertising that pays biggest returns is the result of actively developed ideas backed by vigorous selling plans. To cut out advertising entirely is to sever communication between your business and the public.

A business will prosper more if its advertisements in the newspaper appear each day than if one advertisement seven times the size appears once a week. It is usually best to start advertising on small persistent space.

A grocer did not believe in advertising. He started on a small scale in newspaper advertising, as he said, because he liked the solicitor and wanted to see if advertising would pay. His five-inch space in a daily newspaper was changed daily. At the end of the first month he could see no effect except the monthly statement of \$48. He was persuaded to keep on. At the end of the second month he was sure of two regular customers who came entirely because of the prices in his ads. This merchant has not missed an issue for five years. His ads are timely and forceful.

The population of a town is constantly undergoing a change. The merchant who lets a year or a month or even a day go by without advertising disregards the trade which the newcomers bring. Moreover, business is a day-to-day affair. Purchases are made every hour, and, until an hourly newspaper is started, the daily newspaper should certainly be utilized to the fullest. A little water every day will grow a plant more quickly than a bucketful splashed on it once a week.

The reaction which continuous advertising has upon a store is also worth considering. When a merchant begins to advertise constantly and persistently a lively spirit is developed within the store, which of itself produces more business. It unifies a selling organization. It stimulates salespeople's enthusiasm. The spirit of the store is, indeed, the store.

NEWSPAPER COMPETITION

The advertising salesman's true function is to educate. I know it is a difficult matter to take the time and expense to inform merchants properly; to plan and execute campaigns which will really produce results. On the other hand, the most stable newspapers in the country are working on this basis.

Even in the face of bitter competition, newspaper publishers should urge merchants to use all the newspapers, together with any other forms of advertising that a merchant can use with profit. As a rule there is a place for all the newspapers of a community. Competition should not be allowed to be the means of destroying advertising stability. Unfavorable criticism of the other paper seldom hurts it. "The bullet attracts attention to the target." Be specific in the merits of your newspaper

when its merits are questioned; but do not waste your time talking about the "other" newspaper. Convert the retailer to the idea that advertising is a means of presenting to the people of your community the news of his business and your paper will get what it deserves. Show him that it is a business proposition and that he should advertise, not as a charity, not as a duty, but simply because advertising is service with a cash value.

WINNING THE ARGUMENT; LOSING THE BUSINESS

"I won the argument; I convinced him that he should advertise with us; but I did not get the business."

In this simple statement is hidden the reason why a salesman often fails.

You may convince a man by reasoning with him; but it is safe to say that unless favorable feelings are awakened he will not act. The salesman cannot afford to advance differences, because in the customer's estimation the salesman's good sense is measured by the number of views they have in common.

Study your arguments to convince *yourself*, but do not beat the customer in debate. Present your selling points from his standpoint. Then *he* may win the argument but *you* will win the business.

This does not imply insincerity. It is simply adapting your presentation to the laws of human nature.

Moreover, you must believe in continuous advertising because you cannot forcibly express to another an emotion that is not really felt. There is no bound-to-succeed method of converting a merchant to persistent advertising. To get business on the right basis requires constant study of the merchant's problem—and the merchant.

CHAPTER FOUR

HELPING THE MERCHANT

CO-OPERATION INSURES RESULTS

A MERCHANT'S test of advertising is whether or not it brings sufficient results. It is an extreme test but a universal and just one. Seldom, however, will an advertiser believe that the failure of his advertising to produce business is due to weak copy or faulty store service. He blames the medium, no matter if it naturally possesses tremendous pulling power. And the newspaper may find it difficult to keep an advertiser "sold" by arguing that a good medium merely insures the right readers; that results are measured by readers *plus* the message and the manner of its presentation; that it is not the newspaper, but the copy—the way copy is backed up and followed up—which is really to blame for insufficient results.

Co-operation is the only solution of the problem of *what* and *how* to advertise. It is here that the newspaper can render service to the advertiser. Indeed, suggesting live copy with strong selling help automatically converts the merchant to persistent use of the newspaper; it solves earlier problems

of *where* and *when* to advertise. A local merchant increases his space in proportion to the results he obtains.

The local advertising representatives both in cities and towns have an unusual opportunity if they will equip themselves with an understanding of "*what is good advertising?*" In the small towns a retail store can seldom afford the exclusive service of an advertising man, and the merchant will usually admit that he is either too busy with more pressing affairs or that he knows very little about "fixing up an ad." In the cities the salesman who shows an intelligent appreciation of copy so that the store's advertising manager may intelligently discuss with him questions of appeal and display is apt to be received favorably.

The advertising salesman brings an outside point of view which is sympathetically colored by an understanding of local conditions. He hears what people say of a store; he knows how it compares with other businesses. If his is the *salesmanship that serves* he is a valuable man for any advertiser. Consider this:

The salesman of local newspaper advertising understands personal selling, which is admittedly an asset in determining attitudes of approach in writing copy. Moreover, he knows his circulation, the

interests of his readers, the responsive chords. He is in close touch with the field of operation from every angle. He is in a peculiar position to gauge returns of various campaigns. He understands the printing equipment of his office. If he is alert to the store's needs and policy he will give the advertising copy a fitting personality.

A good place for the publisher and salesman to start is by helping advertisers secure more results from the space they are *now* using.

I have in mind a number of places where advertising managers are producing business on this idea. In one of the towns, Tulsa, Oklahoma, a newspaper representative increased his business more than one-third within six months by *selling copy instead of space*.]

In a northeastern Missouri town of 18,000 population an advertising manager made it a practice to scrutinize closely every piece of copy, and in a friendly way offer suggestions to advertisers. This won their confidence, and he has ceased to become a "solicitor"; he is rather "advertising counsellor" to the merchants of the town who advertise in his paper.

Analyze the advertisements of the merchants in your city and you will find that the result-producing ads are written in accordance with certain princi-

ples, whereas the failures violate these principles. One style of weak copy may be called the "lazy" advertisement. You see it in every newspaper in every town and city. Usually the copy consists of the tiresome repetition of a store's name with the statement, "Call and see us." Two other types quite common are the exaggerated advertisement, detected by indiscriminate use of superlatives and unfeasible statements; and the over-anxious-to-sell advertisement, characterized by wrong point of view.

ELEMENTS OF GOOD ADVERTISING

Advertising conditions differ in every town and city. They differ in every business. But the central idea of good advertising is always the same. It is the same for the corner grocery, the general store, the large city department store. The advertisement must be *informative*; it must be *honest* and *plausible*; it must approach the reader *from the reader's point of view*.

STUDY THE GOODS. Before writing a trade-compelling advertisement the store in general and the articles in particular must be carefully studied. The ad good for one store should not fit any other store. It should be individual. The so-called "card," quite common in small towns, is one of the

best examples of how not to advertise. The advertising of merchants in these small towns should be particularly personal. Many customers of the small town merchants are personal acquaintances, and by putting the dealer's personality into his advertising his copy will be more productive. A signature cut for the store serves as a trade-mark which will become an asset through persistent advertising. Advertising should be written only by persons acquainted with the merchandise and the conditions under which the goods are sold. Unless this is done what you write will be sterile of interest.

Study the goods in the store; know how goods are made; read books on the subject; learn merchandise. Every piece of merchandise has a story, some vitally interesting story. Pick out the selling points. The ability to analyze a proposition, to find its real strength or weakness, is a paramount requirement of the advertiser, for advertising cannot be sincere unless the writer knows what he is writing about.

You must have a vivid image of what you are advertising before you can give the reader a clear picture. Moreover, action is dependent on feeling, and feeling rests on the images given the reader.

TELL THE WHOLE TRUTH. We are in a trans-

sition period. Yesterday John Wanamaker was the exception in retail advertising. To-morrow the merchant who does not observe the Wanamaker maxims will be the exception. Here they are:

Advertisements shall be written only on personal inspection of the merchandise.

Tell the whole truth about the merchandise though it hurts.

Speak truly of the store and its merchandise.

Conceal nothing the customer has a right to know.

If cotton is mixed with wool a Wanamaker advertisement must say so.

If the article is a "second" it must be so presented.

Be fair to the merchandise is the one command—understate, but never exaggerate; don't impose on poor dumb merchandise responsibilities that it cannot bear.

If even an accurate statement of the fact is so surprising that it is likely to be disbelieved by the reader, enough must be explained of the inside news of the special offer to make it carry confidence.

/ Give a reason for a special price or extra quality.

/ Keep in mind that next to merchandise and service it is the advertisement that adds to or detracts from the store's reputation and character.

Advertise each piece of goods with the idea of building up business for the whole store instead of merely procuring the sale of one article.

The Paquet Company, a large department store in Quebec, recently conducted a "Clean Sweep Sale." Instead of the customary clearing sale which tells of "newest goods at lowest prices," the Paquet store made this announcement:

WE DO NOT RECOMMEND THESE GOODS.
IF WE COULD THEY WOULD NOT BE HERE NOW.

Everything described below has been in stock for more than one year, with the exception of a few lines of staples. We do not pretend that they are the latest and most fashionable goods that you can buy. Some of the lines which are subject to the whims of fashion are decidedly out of style. The only reason they are here now is because no one wanted to buy them. In some cases the materials are off color and the patterns are bad. They occupy valuable space which is needed at once for the display of new goods. They may not appeal to you at all—on the other hand, the prices are low enough to make every item on this page a bargain as the word is generally understood. READ.

Then followed the prices. It may be added that this was the most successful clearance sale this store has held in its history, although it is sixty years old.

A relic of the "patent medicine" style of advertisement is shown in Plate I, taken from a series used by the Bowersock Mills and Power Company. Aside from poor typographical display and faulty diction, this ad is misleading. "Grand *Free* Trial Zephyr Flour Sale," it is headed. If you will read the advertisement carefully you will find that the only chance the customer has to get a half-sack of flour free is for the flour to go wrong, in which case a woman would have on hand a lot of spoiled bread and a "never again" determination. If it is true, as the ad says, that this is the "World's finest flour," and "The Only Guaranteed Flour," which most readers will doubt, then the customer will be disappointed because she gets nothing free. In either case, the sale of this flour would have to be made in spite of the ad.

I happen to know that Zephyr Flour is a worthy commodity. I show the ad chiefly as an illustration of weak, unconvincing copy used to advertise meritorious goods. And the result of the campaign tends to prove further the truth of my criticism. The Bowersock Mills and Power Company carried on a three-year campaign on this flour, mostly in

Grand FREE Trial Zephyr Flour SALE!



All Your Money Back if Zephyr
Doesn't "Make Good!"

At Dealers Named Below, Tomorrow

Be sure to attend tomorrow's great **FREE** Trial Sale of the World's finest flour — **Zephyr Flour.**

Lay in your supply now—take advantage of the big sale—no matter whether you won't need any flour for a week or whether you are "out of flour" now.

Zephyr Flour

Here's Our FREE Trial Offer:

Order one sack of Zephyr Flour at this sale. Use it down to one-half the sack for bread, pies, cake—all your baking. Test it your own way. Then decide. If it has failed in any respect, send the remaining 24 pounds back to your grocer. He will refund you the price of the whole sack.

The Only Guaranteed Flour

We want you to use Zephyr Flour. The only flour backed by a guaranty. We want you to know that the guaranty means exactly what it says:

- That Zephyr Flour must make good every time.
- That it must equal the highest number of loaves you ever baked from the same amount of flour.
- That it must completely satisfy you as to lightness,leness of grain—taste—every quality must be tested.
- Or you receive all your money back!

Let this great sale start a new and better baking era in your home. The sale is on tomorrow at the stores of the following:

We Guarantee

Every SACK of Zephyr
Flour. It will satisfy you and
it will produce as many
loaves of bread per sack
as any flour, or your grocer
will refund your Money.
POWERSOCK
MILLS & POWER CO.

(Dealers' Names)

Bowersock Mills and Power Co., Lawrence, Kansas

113

PLATE I—Does Not Carry Confidence

weekly newspapers. At one time it used 100 newspapers, and the cost of the campaign was around \$10,000 a year. In each town the dealer's name was printed, and the ads appeared each week in the weekly newspapers and twice a week in the dailies. The campaign was admittedly unsuccessful.

FINDING THE BUYERS. Upon an understanding of the readers whom you are trying to make buyers rests the fate of every advertising campaign. It is natural that an advertiser should think only of how anxious he is to sell; yet this is fatal. It is the wrong point of view. Such a writer lacks imagination. "Why should the reader buy?" is the leading question. Appeal must be determined by a close study of the public. The various classes in a community must be understood. You cannot expect the same selling points to strike a point of contact with all classes.

An ad should tell about specific things to specific people. Pick out a certain class. Study that class. Find the responsive chord. Choose a headline that strikes the point of contact. To be effective the appeal must fit the particular community and the particular class to which the advertisement is directed. If you will observe this rule advertising will always be newsy.

WHAT BUYERS WANT TO KNOW. Every mer-

chant knows the compelling power of the low price and the cut price. There can be no question that the public is particularly susceptible to the price appeal. A man will respond to a bargain price although he does not revel in bargain hunting. Most men do not like to shop. You do not find a man telling others of a \$30 suit he purchased for \$22.50. A woman, on the other hand, finds happiness in shopping; in the anticipation of shopping; in telling her neighbors about the results of her shopping. This may explain, in part, why so large a percentage of merchandise is sold direct to women, and why they influence indirectly the purchase of nearly all goods.

The over-use of bargain copy does advertisers more harm than they imagine. There are times when bargains should be advertised, but other store news is often more vital. At the beginning of the season most women, and men too, are interested in fashions; in mid-season buyers want to know about store service. A store's advertising should not be conducted like one long clearance sale. An ad that chats in an editorial sort of way may be intensely interesting. Such an ad, headed "Triumphs of Linens," Plate 2, is an example of this. The advertisement of Plate 3 is another example of how store service may be interestingly advertised. This

Triumphs of Linens

Whose Linen closet is beginning to show signs of exhaustion? Strange how few Towels are worn-out and how rapidly they vanish—in spite of laundry lists, itemized and checked with care. Napkins disappear with peculiar facility, and Table Cloths have been known to stray, notwithstanding their size. All this means more business for the retailer—who merits it.

Makes no odds how much or how little you may wish to spend—this is the store that deserves your preference. Whether you desire Linens for a modest cottage, an imposing residence, a permanent or seasonal hotel, a boarding house, a restaurant, a dormitory or a sanitorium—we are ready to supply you bountifully and save you amply. Whatever your need—it's served best here.

Chamberlin-Johnson-DuBose Co.

PLATE 2—A Talk on Linens from the Woman's Viewpoint

That new idea of brightening up the used golf ball with a little whitening—did you think what a saving it means? It saves money, it saves time, and it saves a player's good disposition—no worry about lost balls.

It's just one of our Service Ideas. We want you to get the maximum pleasure from your playing, even if it does mean that a player buys fewer balls (because he doesn't lose any).

And when play time comes for you tomorrow, we have every piece of equipment which will add to your fun—whether it's golf, or tennis, or baseball.

For Service.



Just off the Campus on Ninth.

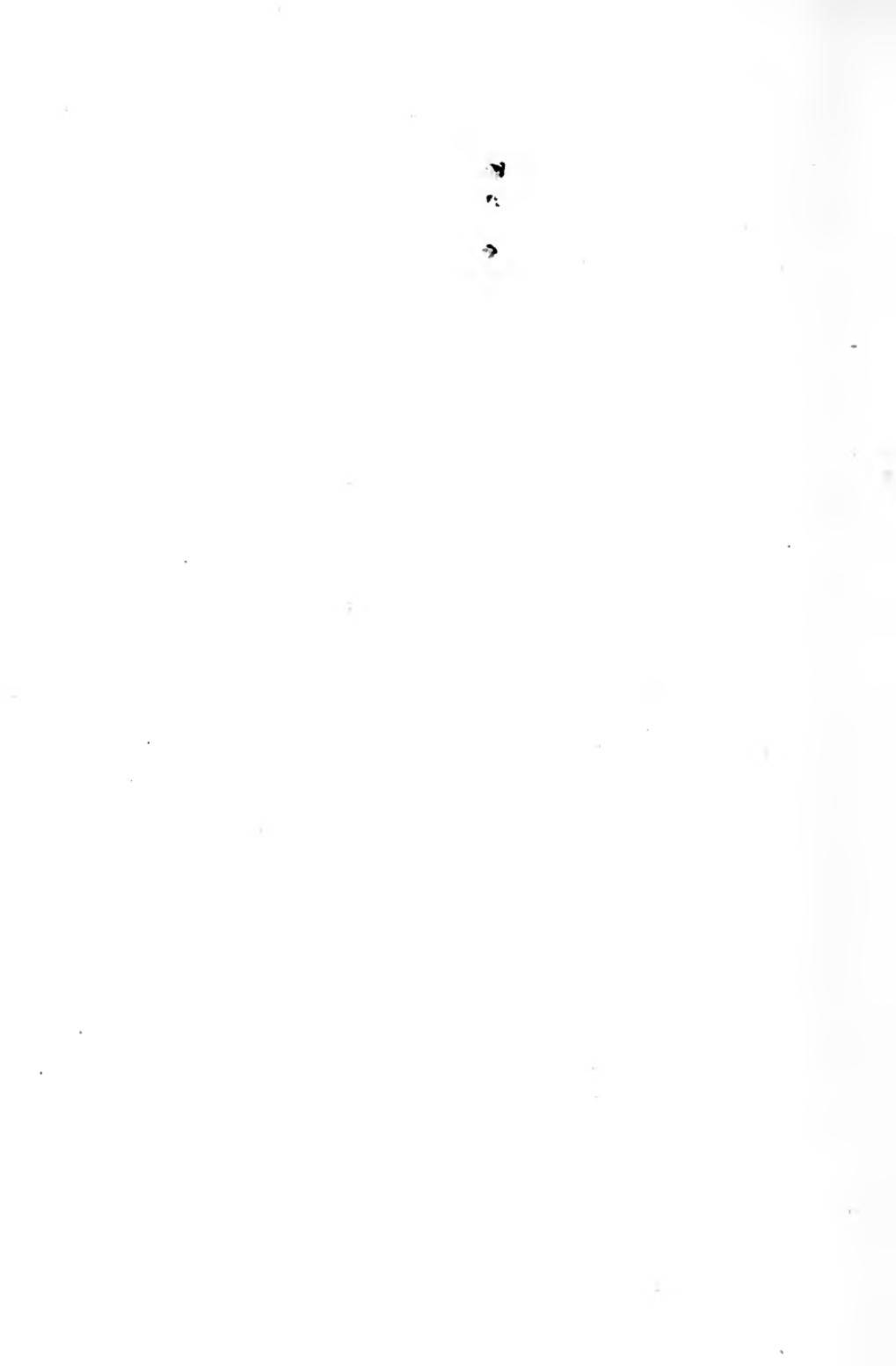
PLATE 3—A Service Idea That Sold Athletic Goods

copy was suggested to the store by an advertising representative of a newspaper, and resulted in the successful sale of athletic goods; it strikes a responsive chord.

Two extreme examples are reproduced in Plates 4 and 5. The John Taylor Dry Goods Company ad, Plate 4, makes effective use of price appeal at the end of the season, when it usually takes low prices to sell goods. In the Martin & Martin ad, Plate 5, the purely news style is seen. This advertisement was printed at the beginning of the spring season. It is splendid in typography and unique in idea. It points a tendency which is to make advertising the news of the store—a real aid to buyers. Both of these advertisements brought unusually large results. A good advertisement, like a good news story, is honest, interesting and instructive.

If the article is one purchased by women, get behind the motive that a woman has for buying the article. Study her needs, her motives, her feelings. Think all the time of reasons people have for buying the goods. Study why goods should be bought, not sold.

THE ENGLISH OF THE ADVERTISER. The most common faults of advertisement English are: indiscriminate use of superlatives; attempts at clever phrases; negative instead of positive tone.



Advertising space is expensive. The advertiser, unlike any other writer, is *charged* for what he writes. He is trying to get his thoughts into other people's minds, and he can do this best when he uses their language. Too often stale and stereotyped descriptions are given. "Greatest Sale," "Gigantic Reduction," "Stupendous Bargains," "Beautiful Showing," do not call up images. They are too general. Try counting the number of times such expressions appear in the advertising columns of a single issue.

Make your statements specific and positive in tone. "The skilled advertiser works with small words because they fit into more minds than big phrases." Write copy as you talk to your customers, only be more brief. Cut out every word and every line that can be erased without omitting the essentials. Cleverness in advertising rarely sells anything. It tends more to destroy confidence. The reader resents being misled.

Straightforward statements gain belief. Directness is the basis of force.

THE IMPORTANCE OF DISPLAY. After deciding what to say and how to say it, the advertiser comes to the important problem of display.

It is the form of the ad that gives a reader his first impression. The eye loves order; it shuns chaos.

Attention is dependent upon display, but to attract attention is second only to the injunction that the attention which you attract must be *relevant* and *favorable*. From 200 advertisements containing illustrations selected at random among the daily newspapers of Missouri, the pictures in eighty-five were not relevant to the article advertised. The question which the advertisement must answer is not only *does it attract attention*, but also *to what does it attract attention*. Before me is an advertisement headed "A man with fourteen wives." After reading several paragraphs I find that it is really an advertisement of a hardware store trying to sell fences. Such advertising may attract attention, but it is as far away from selling fences as it can be.

To attract attention is the easiest thing in the world. To attract favorable and relevant attention is another matter. Relevancy does not mean only that the illustration shall harmonize with the subject matter. Type is the means through which the advertiser expresses ideas. Type speaks a language subtle in its suggestiveness and should always be easy to read. The advertiser who uses larger type than 72 point in his newspaper advertising fails to consider that a newspaper is read at a range of not over sixteen inches. A line set with capital letters and lower case is much easier to read than a line set

with all capital letters, especially if open-face type is used.

This Is Easy To Read YOU CAN'T READ THIS SO EASILY

An advertising man recently said that big space was "a mighty poor substitute for good taste." So with type. An advertisement should never be sent to the printer until the ad writer has drawn up a layout showing exactly where everything is to be placed and the size of the type to be used.

Illustrations are not essential to attract attention, but if you do print an illustration—and illustrations have a true function—be sure that it illustrates what you are advertising. Be sure also that the picture faces the right way. The ad of the Odor Cloak Company, Plate 6, is an example of an illustration which illustrates the merchandise, but the gaze of the face draws the eye outside the ad and the finger points away from the contents—perhaps to some competitor's ad.

A border without regard to relevancy is in poor taste. For example, a heavy black border suggests mourning and is relevant only to monuments, undertaking, flowers, and funerals. (A simple border



Every Spring Suit Must Go!

No matter, former price \$29.75,
\$35.00, \$39.50 or \$45.00, your choice

\$10

All other Spring Suits, \$14.95,
\$18.50 and \$22.50, your **\$6.95**
choice

Come Early for Choice of These
Wonderful Suit Values

Norfolk Suits in linen and wide-
wale; 500 to choose from **\$4.95**
Monday at

ODOR CLOAK & SUIT CO.

2nd Floor Altman Bldg.

11th and Walnut

PLATE 6—The Picture Faces the Wrong Way

and plain, readable type with proper use of white space can be obtained in the smallest of print shops. If a thing is important enough to say, give it proper display. A common fault is to display everything. Emphasis depends on contrast. The ad must have unity in thought and display. It must be easy to read, and should be arranged so that the entire ad will be read. Almost every one will glance at your ad. You must convert these glancers into readers.

Display is a vital element in advertising, and the newspapers will do a service to advertisers if they set copy in the most effective way instead of the easiest way. An advertisement pleasing in design and type is bound to appeal to the merchant's innate sense of beauty, and the reader will respond more readily to such an ad because the impression of form remains long after the wording is forgotten.

SUPPORTING THE ADVERTISING PROGRAM

As the publisher, manager, or salesman of advertising, you must see that what goes into the space you sell a merchant will mean more business to him. Then you should urge the merchant to back up his advertising through window displays, interior displays, and chiefly through salespeople's statements.

Good copy will bring customers into the store.

But after that what? The next thing is to *sell* these customers and to *keep them sold*.

If you are satisfied that your medium is right and that your copy is right, look then to the store itself. Remember that no advertising campaign can stand unaided and win. As Theodore F. MacManus expresses it: "The store must be opened and swept and cleaned; not at a theoretical seven o'clock in the morning, but at seven o'clock by Government time. The show-cases must be bright and shining; not in the glowing imagination of an advertising manager, but in the eyes of the first customer that comes in. The clerk must be cheerful as a cricket; not in principle but in effect."

Finally, the character of the store must be right. *It will not profit a publisher to sell space which the advertiser cannot use with profit; neither will it profit a merchant to sell goods that do not give satisfaction.*

Urge your advertisers to back up their printed promises. This means not only to sell the article as advertised but to sell it under the exact conditions specified. It means that if \$2 shirts are advertised for *to-day only* at \$1.25, the shirts will be on sale *to-day only; not to-morrow*. The easy habit of letting bargains stay on beyond the time announced causes the public to lose faith in all printed state-

ments. I have known merchants who found it impossible to conduct one day sales because they established this precedent.

Window displays should say the same thing that the newspaper advertising says. Advertisements should be shown conspicuously about the store so that customers can refer readily. Price tickets should tell the story at a glance; and the salespeople should know what is advertised and something about the goods they have to sell. They should know every claim that is made in the advertisement and co-operate loyally. The proprietor of the store who realizes the importance of this service, and takes the time and expense to train his salespeople to perform it, will be well repaid in increased patronage.

A department store had a reputation for indifferent salespeople. An actual canvass showed that the first thing women associated with this store was "discourteous salespeople." A new manager undertook to change completely this condition, and he did it with the same force of salespeople. He met personally with the employees and made it clear that they were his personal representatives; that the real proprietor of the store was the little woman coming down the aisle who wanted a spool of thread. Moreover, he told them frankly his

plans, and that promotions were to be made not alone on *how much* a saleswoman sold, but also on the basis of *how* she sold it. A unified spirit was developed in the store. Indifference has now given way to loyalty. The merchandise is the same; but the service is different; and the advertising is reaping tremendous benefits.

Study retailing and merchandising. Carefully go over a store's make-up to find the advantages and to uncover the shortcomings. Then present a plan to the merchant that will get the store ready to carry out with harmony a persistent advertising programme. If you do this you will not only convert the merchant, but he will *stay converted*. Selling newspaper space in this way spells harmony, satisfaction and success.

CHAPTER FIVE

"NEW BUSINESS"

THE OVERLOOKED FIELDS

THE advertising salesman comes in contact with but very few businesses which are not regarded as "different" by their proprietors. It is safe to say, however, that any legitimate business can be advertised. There are many kinds of stores, many articles, and many propositions which have never advertised because no one has ever taken the trouble to show the proprietors how publicity could be applied to the peculiar conditions of their business.

A merchant's attitude concerning advertising is usually determined by *what he did last year*. The publisher, as a rule, is trying to equal last year's record instead of making new records. And the publisher's representatives daily pass up opportunities because certain stores have never advertised. Merchant, publisher, representative—all three are guided by tradition, which is a good thing to learn from but a poor thing to copy.

It is time we turned our attention and energy in the direction of creative salesmanship. NEW BUSI-

NESS, the sinew of progress, is, in the newspaper sense, the result of looking at a concern to see how it can profitably use newspaper advertising—whether or not that concern has ever advertised before.

There are a few publishers who are putting as much energy in the *overlooked* fields as they are in the *overworked* fields of commercial activity; and they are drawing splendid returns on the investment.

CASHING IN ON TIMELINESS

Every issue of almost every newspaper contains some news feature which adds special value to some particular advertisement, or perhaps to nearly all its advertisements. The issue which contains unusually important news, particularly where the readers are expecting it, has more than ordinary value as an advertising medium. Election returns may cause readers to be unusually eager. The issue containing school commencement news, with pictures of graduates, is certain to have many careful readers. News and advertising are closely associated. There are times when public sentiment is stirred; the events of the day create a consciousness which cannot be duplicated ordinarily even at a cost of millions of dollars to the advertiser.

"Most of the striking coincidences in life are accounted for by this law," says Titchener; "you are thinking about certain things, and something happens that because you are thus thinking, and because it is akin to the subject of your thought, captures your attention. What a remarkable coincidence! you say; but if you had been thinking of something else, there would have been no coincidence.

"When we are thoroughly absorbed in a topic, relevant facts and ideas crowd in upon consciousness; the mind stands wide open to them, while it is fast locked against the irrelevant."

This is why it is more profitable for an advertisement to meet the conditions than it is to make them.

A striking example of timeliness in advertising was given immediately after the *Titanic* disaster. An accident and life insurance company printed a series of ads simply telling how many thousands of dollars it paid out as a result of the disaster and with what promptness this was done.

These opportunities come locally with every fire and accident in your town, and the newspaper has but to make the suggestion: few advertisers will fail to see the opportunity.

The pure food commissioners of Kansas City re-

cently carried on a crusade against the kitchens in down-town restaurants. The papers printed news stories telling of the results of this inspection. *The Star* at once arranged a two hundred line double-column ad, containing at the top a short paragraph about the clean restaurants which met the requirements of the city inspectors, and beneath this paragraph printed the names and addresses of seventeen restaurants. This was timely advertising; people wanted to know.

The advertisement reproduced in Plate 7 is an example of timeliness. It is an advertisement of merchandise of which the sale is wholly determined by weather conditions.

Particular instances of timeliness in advertising might be enumerated in an endless list, but the examples mentioned will illustrate one kind of timeliness. There is, however, another timeliness, one which is much more generally followed. It is the matter of seasons—advertising merchandise at the right time of the year. Too many merchants, however, are inclined to follow the season rather than to keep just a little ahead of it. A much better plan is to make an advertising campaign reach its climax a short time before the days on which the largest sales are made. When a man starts from home to buy a new spring suit he is very likely to

THIS MORNING

Make a bee line for the big shoe store. You can't go through such weather as this without

RUBBERS

You can buy the good kind here, the best that are made and be fitted quickly.

ALL CARS STOP IN FRONT OF OUR DOOR

The Payne Shoe Co.

THE BIG SHOE STORE - 715 KANSAS AVE.

PLATE 7—A Definite and Timely Suggestion

know what store he is going to first; and he perhaps has a pretty definite idea of the kind of suit he wants. However large a part a clerk may have in influencing a customer to buy a particular suit, something other than this clerk's words has influenced the customer to go to this particular store. And this earlier influencing is the task of advertising; it must come somewhat earlier than the moment when goods actually change hands. If a merchant can know the day a great many men will buy suits this merchant's share in the business is sure to be large. It costs a dry goods store less to sell white goods in June than in January. But enough advertising can change normal buying and in effect reorganize a buying season.

INCREASING BANK DEPOSITS

Bank advertising in the past has been too largely flavored with impressive dignity—it has been too heavy. The three-inch, double-column space has been all but wasted in the sermon-like announcement that "The Bank of Squanton, Capital \$50,000, Surplus and Undivided Profits, \$20,000, offers to its patrons all the accommodations consistent with conservative banking. We solicit your account." Or the bank has given away calendars on which are printed the name of the bank and the words, "We solicit your business."

The bank which will to-day step away from the old-fashioned, ultra-conservative form of advertising and put ideas and suggestions into its ads will soon see its deposits increase. A bank in New Orleans in a page ad in a paper in that city a few weeks ago devoted two-thirds of the space to a picture of a girl sitting at a typewriter. A story alongside told how Miss Carrie Goslin had become independent by depositing part of her weekly salary as a stenographer in this bank.

This ad occupied unusually large space for a bank, and advertising on so extensive a scale is perhaps limited to large banks in large cities. Ideas, however, can be used in small space as well as in page ads. One particular feature of banking facilities may be explained in an interesting way in a newspaper ad. A surprisingly large number of people are not informed as to banking methods as they affect the depositor, as to the convenience or safety of a bank account, or as to the accommodations offered by a particular bank. A special class of people may be addressed in an ad. It is always better to talk of some particular class than to address everybody in general—for this usually means nobody at all. Write the ad for *some one* and *every one* will read it.

Talk about something other than capital stock,

surplus and undivided profits. If every man were a banker those facts might be better understood and more effective, but they have little interest or meaning for the twenty-dollar-a-week clerk or thirty-dollar-a-month farm hand. Tell a few stories about people who succeeded through saving. There's inspiration in these stories for the twenty-dollar-a-week man, and also a very strong suggestion to him to start an account at once. Suggest to young men: "While your earning power is still good and your income steady, save some of it regularly—at least 10 per cent. In this strong bank the fund will be safe over any number of years."

The same sort of advertising that makes people spend money will make people save money. The development of bank advertising—particularly that by savings banks—will result in lasting benefit to the community, to the individuals who become depositors, to the banking institution, and to the newspapers.

ADVERTISING AN "ASSISTANT PASTOR"

The newspaper publisher can do a good work by developing consistent advertising of churches. Until very recently about the only time a church ever paid for an advertisement was when the women of the church had an ice-cream social or a bazaar. In

a number of cities, however, the churches are beginning to see the value of display advertising, paid out of the same fund from which the pastor draws his salary—and both expenditures are for the same identical purpose. But there is sometimes difficulty at first in convincing a pastor and his congregation that display advertising is a legitimate means of saving souls.

The practice of advertising seems undignified, to put it mildly, to the church upon first thought. And there is perhaps some basis for this view. Many honest business concerns took a very similar stand in the early days of advertising. But advertising has served business as perhaps no other selling force, and churches are following the methods of good business men. They are just beginning, but so also did the business men have a beginning in advertising. In Chicago and a few eastern cities the large dailies carry each week two or three columns or more of church advertising. The space used by a church varies from half an inch to four or five inches. All church ads are grouped together and classified according to denominations.

The fact that a paper prints the announcements of a church in the form of reading notices regularly is no reason why a church should not use display advertising. Non-churchgoers will often read

display advertising more readily than they will church news notes or announcements of services, especially if something special is featured.

And a church owes an obligation to these individuals. It is in recognition of this obligation that most churches begin to advertise—even before they are convinced fully that they are not lowering their standards by using display type. It costs a given amount to conduct a church a year, and a certain number of persons on an average join the church each year. Thus each new member costs a certain amount. Suppose by advertising a church can increase the attendance and also increase the numbers of the new members; and suppose in this way the cost of each new member is lessened. Isn't this worth while?

Church advertising should increase membership just as store advertising increases sales. And it should accomplish this result on a smaller expenditure of money than would be necessary to employ men to bring in the same number of members.

Wider usefulness, appeal to those who most need an appeal, is what advertising offers the church. Church advertising is worth while.

A PHOTOGRAPHER'S ADVERTISING

The ordinary individual who has a picture taken

once in two or three years, or probably not so often, knows very little about photographs. Suppose a photographer tells people in an advertisement to notice a particular style of mounting shown in his case on the street. That gives the person something to look for. Salesmanship in print supplements and strengthens the appeal of the salesmanship behind glass.

Ott Hare, a photographer at Hamilton, Missouri, has by newspaper advertising increased his business 33 per cent in four years. The town has 1,800 people, is in a farming community, and has not materially increased in size in the four years. The gallery which Mr. Hare took charge of was one his father had conducted for forty years. He was the only photographer in Hamilton, the chief town in the county, and the Hare studio was known all over the county. Most photographers would have said: "Everybody knows about my business; there is no use for me to advertise." He, however, began using from three to five inches single-column in the weekly newspaper, writing his own ads, and has never missed a week; nor has he run the same ad two consecutive weeks. In December he talks photographs for Christmas presents; at commencement time he talks pictures of graduates; at Chautauqua time he talks

family groups while all the children are at home again.

Not only has Mr. Hare increased his business a third, but the people of his community are buying better pictures. Mr. Hare enjoys making good photographs, and he has educated his customers to a better appreciation. Few persons go from Hamilton to a city for fine photographs now. Mr. Hare gives newspaper advertising full credit for the 33 per cent increase. Two of his ads, each five inches single-column, are reproduced in Plate 8. He has used some programme and miscellaneous advertising, but recently has discontinued all except newspaper space.

He sometimes is annoyed when the newspaper man knocks on his darkroom door and says he must have the copy for the week's issue. But Mr. Hare always stops work long enough to write an ad.

Holmes & Bishop, photographers in Baltimore, published in *The Baltimore News* a one-half page advertisement reproducing a large photograph of Joseph M. Mann, proprietor of the Mann Piano Company. As the copy stated, the photographer selected Mr. Mann's photograph for this advertisement because "he is very widely known, and it gives us an opportunity of demonstrating to the people who know him, but do not know us, that we are

THOSE old pictures of father and mother are very dear to you—priceless in fact.

Just bear in mind that your children would cherish just such pictures of you.

Make the appointment to-day

Ott Hare
HAMILTON.
—MO.—

Successor to Hare's Studio
Upstairs!
South Side R. R.

WHAT DOES IT mean to you—this "Home Coming" Day? Is your boy or girl to be here? — a n y o l d friends?

Perpetuate the day with a photograph taken here --under the skylight-- where I can control the lights and shadows, and get you what will be an everlasting pleasure. The cost will be small and it may be the last chance.

Ott Hare
HAMILTON.
—MO.—

Successor to Hare's Studio. Upstairs
South Side R. R.

PLATE 8—Two Ads of a Series That Increased a Photographer's Business 33 Per Cent.

~~102~~ Selling Newspaper Space

able to produce not only a faithful but a *character* likeness for any one who will give us an opportunity to demonstrate our ability in this line."

The result of this advertisement furnished an interesting proof of the power of indirect advertising, for the Mann Piano Company traced sales in the week immediately following aggregating \$2,000. At the same time this advertisement offers a suggestion to other photographers. The appeal to the instinct of imitation is strongly developed, and if a person sees the picture of a well-known citizen he is apt to go to the same photographer to have his own picture taken.

In every town photographers should be on the regular advertising list of the newspaper. It is a business in which advertising can be especially effective, and the newspaper will do well to develop it.

OTHER FIELDS FOR NEW BUSINESS

THE PROFESSIONS. Professional men have been reluctant to take up the proper use of paid publicity. As yet they are content with simple insertions of names and addresses. A great educational field, however, is being overlooked. An example of what might be done more generally is found in the dentistry advertisement, Plate 9. Truths of vital in-

DENTISTRY

We pointed out some time ago that the teeth of the immense American population remain unattended to. People need to be urged rather than reasoned with to seek the dentist's care. The kings of American life insurance act upon the principle that the man who knows he should insure his life will not take out a policy unless he is solicited. It falls in the category of solemn duties which the insistencies of the aggressive agent persuades him to recognize in season. But there is no agency of that kind for stirring the consciences of adults, to insure the health of their own teeth as well as the health of their children's teeth.

We do not extract children's teeth without thought. If possible we save them, and that is important because the permanent teeth erupt so much nicer if temporary teeth remain in the mouth until the permanent teeth are about to erupt.

Do not wear artificial teeth if you can help it. Call at our Dental Parlors and let us save your own teeth. They are always better than any artificials any dentist can make for you.

We give you a written guarantee with all the dental work we do and each guarantee is thoroughly reliable.

We do not ask you to pay even a deposit in advance; you may pay us when the work is finished to your entire satisfaction. Let us talk to you about your teeth. Consultation costs you nothing. Call at our Dental Office any day on the 3d floor.

Dr. Tepper, Proprietor.

ALL CARS TRANSFER
TO
Bloomingdales
LEXINGTON TO
3rd AVE 59th to 60th ST.

PLATE 9—A Dignified Dentistry Advertisement

terest are vigorously presented. The paragraph about children's teeth contains information every father and mother should have. All of the professions have a social service as well as an individual one to perform in advertising.

PUBLIC SERVICE CORPORATIONS. Large corporations are beginning to see the value of advertising. Public good-will follows the torch of publicity. Suspicion hovers about secrecy. Even the few corporations which have a practical monopoly of their wares are beginning to use newspaper space. And, contrary to the old belief of these monopolies, both large and small, they are the concerns which can advertise and get the largest returns. Where there is one merchant in a town he is almost certain to get all the business developed by his advertising; if there is more than one merchant the others are pretty certain to get a share of any new business he creates. In this respect the mail-order houses in the larger cities are not altogether the awful menace which the small dealer usually considers them. The other day a farmer walked into a furniture store and asked the proprietor if he had any sort of a kitchen cabinet; he had read of one advertised in a mail-order catalogue, but preferred seeing before buying. If mail-order catalogue advertising brings a customer into a local store and makes him

inquire for the goods, certainly a dealer can do the same thing through use of the printed page.

Public service corporations, whose activities are usually limited to one city, also are beginning to advertise. The Commonwealth Edison Company, which provides practically all the electric power in Chicago, has used a lot of newspaper space in the last year.

At Kirksville, Missouri, the Kirksville Light, Power and Ice Company has been an unusually good advertiser. All its copy is educational in nature, and is designed to create new business. This company spends considerable money in advertising the many uses to which electricity can be put. The attitude of the company towards the community which it serves, and the idea back of its advertising are illustrated in this quotation from one of their ads:

"More people received electrical Christmas gifts in Kirksville this year than ever before. It may be that you have received devices such as an electric flat-iron, vacuum cleaner, toaster, washing machine, sewing machine motor, etc., and do not quite understand operating it on the most economical lines.

"If you have any doubts of this kind we will provide free instruction. Telephone 234, and we will send a courteous representative,

who will give expert advice with our compliments."

A series of "Gas Talks" was used in the newspapers by the Louisiana (Missouri) Light, Power and Traction Company. The newspaper ads were followed by personal solicitations, and the company is well pleased with the results.

A forceful appeal for the gas range, the cool kitchen, and "Mother" is made in the advertisement of Plate 10.

PUBLIC LIBRARIES. Tradition alone says that public libraries shall not advertise. There is opportunity to increase the users of libraries by newspaper publicity. In a number of towns a start is being made in this direction.

LAUNDRIES. Laundries usually do not advertise, but could do so very profitably. Almost everybody is dissatisfied with his laundry work at least a large part of the time. Every one would be easily susceptible to a suggestion that a certain laundry did better work, even in just one little particular point. Laundry ads have too often said: "Brown's laundry does the best work—telephone 678." Suppose a laundry in your city should announce: "Every time we break a button—which isn't very often—we sew on another, an exact duplicate, before we send the garment home to you."



She Sacrificed

- One Sunny Disposition**
- One Sound Constitution**
- One Clear Complexion**
- And the Sparkle of a Pair of Eyes**

The altar was an ancient cook stove. The time, July and August.

The six who called her mother saw what was going on when it was too late.

Moral—Don't permit any woman you care for to cook for your family on anything but a good, gas range—especially during the torrid days of July and August.

Buy her a "Composite" Cabinet Range, one that will do away with the drudgery of handling fuel and ashes. One that will shorten her cooking hours and

Insure A Cool Kitchen

Order a "Composite" Range at our downtown or any of our outlying stores—small monthly payments if you like—range delivered and connected for domestic use free. Telephone Randolph 4567.

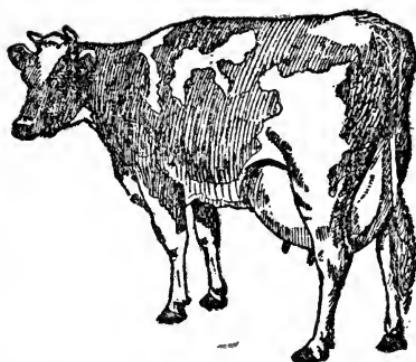
**The Peoples Gas Light & Coke Company,
Peoples Gas Building, Michigan Boulevard.**

PLATE 10—A Forceful Appeal for the Gas Range, the Cool Kitchen and "Mother"

The appeal in this advertisement may be particularly strong to bachelors, but it is reasonable to suppose that women do not enjoy sewing buttons on their husbands' shirts.

DAIRIES. Many dairies put a bell on their delivery wagons, and this is their sole advertisement to induce people to buy their milk. Pure milk is a question constantly in the minds of housewives. Dairies are overlooking the big opportunity in telling housewives, and in showing them, how careful the dairies are with their milk, how clean all their apparatus is kept, and how healthy all their cows are. Impure milk has come to be feared so much that the question of price is hardly considered once a person is convinced that a certain milk is pure. The advertisement of Plate 11 is from a series printed in Chicago newspapers; it finds the point of contact. The time is ripe for a dairy in every town to increase business by the right kind of advertising.

RESTAURANTS. "Where to Eat" is a question which newspaper advertising should answer. Yet few are the restaurants which invite patrons to their tables by publicity. This condition gives at least one restaurant in every city an opportunity to get new customers at small cost. One specific selling point featured in the ad for Thompson's, Plate 12, makes one want to taste "Thompson's Doughnuts"



ISN'T it a splendid thing for the little children in Chicago that the price of milk is the same—no matter what dairy company sells it?

There is no temptation to buy the cheapest; there isn't any cheapest, and the only thing to govern the selection is quality.

It's a pity that the quality isn't as uniform as the prices.

Up to a certain point purity and cleanliness are regulated by law. It's in going away above all such standards that Borden's milk is so superior.

You can't buy better milk and cream than Borden's:

Ask a Borden driver for a copy of the little book on "Good Milk." It is free. This attractive little book in white and gold will tell you many things that everyone should know about milk.

PLATE II—An Effective Appeal to Mothers



Thompson's Doughnuts

Stone-crushers
and ostriches' stomachs are
the only things so far discovered that
can properly handle common "sinkers."
No normal man will ever tackle one unless
he's got an awful grudge against his gizzard.

But Thompson's
Doughnuts are not "sinkers."
It's true, they're direct descendants of
"sinkers"—but they're as far superior to them as the
modern business man is to the anthropoid ape. They're
one of the most digestible and toothsome articles of food
that ever started the gastric juices flowing in the human
stomach. They're as crisp as the crullers you used to get
in your mother's kitchen and as light as homemade bread.

And I'll tell you *why*
they're good: It's because they're
made of the purest materials that money can
buy; it's because they're made with fresh country eggs,
rich milk and the finest flour, with real creamy butter for
shortening, and cooked in the finest pure leaf lard; it's because
they're made by men who care about their work; it's because
there's no butterine, no cottonseed oil, no imitation or substitu-
tes of any kind employed to cheapen their cost. *That's why they're good.*

Get Your Breakfast at

Thompson's

PLATE 12—How a Restaurant May Advertise

and, when one gets there, perhaps other things. Publishers should put restaurants on their lists of prospectives. Some wide-awake restaurant owner is certain to see the opportunity which newspaper advertising offers if the salesman will but point out that opportunity.

TO AWAKEN PUBLIC SENTIMENT

In awakening public sentiment for worthy causes, newspaper space may be profitably used. Take, for instance, a "Buy-at-Home" campaign. Newspaper advertising has been the means of organizing manufacturers, and has done more to bring the idea of buying at home into public favor than any other factor. In Kansas City, Missouri, the Associated Kansas City Manufacturers are conducting a campaign in *The Star*, changing copy for each issue, pointing out the scope of Kansas City-made goods, and what it will mean to Kansas City residents if home goods are purchased whenever possible. Plate 13 illustrates one style of copy used in this campaign.

"SPECIALS"—USE AND ABUSE

We have mentioned only a few sources of developing new business which in most cities, and especially the towns, are overlooked. One of

the easiest ways of getting new business is the "special" edition and "special" page. Both have long been favorites in many offices because they present an immediate means of getting revenue. And this fact constitutes the basis for the abuse of "specials." The short-sighted policy of getting up an edition or a page *solely* for revenue, without regard for the advertisers' best interests, has undoubtedly done all newspapers much harm, in that they have misled the "now-and-then" advertiser into believing that he was a real advertiser. And too often "specials" have fooled the publisher into thinking that he was making money.

Out of ten "without reason" editions published by near-city dailies in the last six months, four of the publishers admitted a dead loss, while three said that although the immediate revenue was increased the ultimate amount would be about the same. All of them had failed to consider that "every dollar too much taken for advertising will cost the publishers \$10 eventually; that every advertiser who is talked into using too much space is an enemy earned."

This does not bar all feature editions and "special" pages. A group of small ads under one heading has greater attention value than any single small ad. Moreover, the particular readers who



Making Kansas City Bigger

Story No. 1

Mrs. Edward Brown lives on the East Side. She is a patriotic Kansas Citian and a worker for anything that will benefit Kansas City, because she has a young husband whose success depends upon the prosperity of Kansas City and because she has two boys who are growing up and who, before many years, must set out to seek jobs, good jobs, ones that will insure them advancement and increasing pay.

Mrs. Brown became interested in the campaign for Kansas City Made Goods. She resolved that she would do her part. She began insisting on Kansas City Made Goods from all the merchants with whom she dealt. Then she talked

to her neighbors. She aroused their enthusiasm and before long a club was formed in the neighborhood the object of which was to boom Kansas City Made Goods. The membership comprised only women, every woman pledging herself to buy Kansas City Made Goods whenever possible; to ask all merchants from whom she bought to keep Kansas City Made Goods on their shelves; and finally to urge every woman of her acquaintance to use Kansas City 'Made' articles wherever practical.

Think what a factor Mrs. Brown has made herself in the progress of Kansas City!

Associated Kansas City Manufacturers

PLATE 13—Creating Public Sentiment to "Buy at Home"

are interested will give a more concentrated attention to a large layout. The department store page is nothing more than the advertisement of many small stores in one. The counter attraction of these small ads does not interfere, because there is one central, dominating idea behind the whole page.

So with a group of ads on a page or in an edition which have a common purpose all related to the same idea; often such a page is a result-bringer for the small advertiser, and this may convert him to use regular space. But when regular advertisers are talked into using space which is not justified by returns, and when new advertisers are put in a solely-for-revenue page or edition, the newspaper is in the long run the greatest loser.

It requires fully as much time and work and money to develop new advertisers for newspapers as it does to develop new customers for a store. New business on the right basis is a task worth the effort, but it is not a task for a "quitter."

CHAPTER SIX

ADVERTISING FOR ADVERTISING

WHAT ADVERTISING CAN DO FOR ITSELF

If advertising can build for every other business in the world, why is not advertising a good thing for the newspaper business? If the newspaper can sell goods for merchants—through advertising, why cannot the newspaper sell its own commodity—through advertising? The answer is that it can.

But the publisher will say: "A good newspaper is its own advertisement; I have a strong soliciting force and am gaining steadily."

Is not this argument against advertising identical to that of the "prestige merchant"?

He thinks his store is its own ad; he, too, has salespeople; he, too, claims he is gaining.

A publisher should have enough confidence in the value of advertising to use the columns of his own paper, as well as other papers, letters and circulars, and other media. This does not mean that the feeble, half-hearted attempts so common among newspapers will produce. Walter G. Bryan, who is at present conducting a campaign of advertising

for *The Chicago Tribune*, summed up the situation in a recent article:

"At present, with so few exceptions as to be counted on the fingers, a publisher's publicity consists in an occasional circular, badly printed as a rule, addressed from an inaccurate and deficient list, with no symmetry or connection with trade-paper advertising among those whose business it is to put advertising on a business basis. If local or national advertisers handled their publicity in this same loose, careless, indifferent way, how long do you suppose they would last? With local and national advertisers out of business, how long would any of our publishers last?"

Mr. Bryan relates an incident of a publisher who finally came around to the belief that his paper should advertise, and here's what he decided upon —billboards exclusively. At most there couldn't have been over 2,000 advertising prospects in his town. A \$10,000 appropriation meant \$5 per year a prospect. "This paper has not told its story or created any sentiment locally, and the foreign advertiser has been entirely overlooked in the transaction. With this same appropriation or less, every local and suitable foreign advertiser in the United States could have been effectively reached a number of times and the value of this newspaper burned

into advertisers' minds. As it now stands, the local prospects were struck by the force of the billboard man's argument that the newspapers themselves endorsed—by using—billboards; thus other advertisers are led by this fallacy to spend part of their appropriation, which should go to newspapers, on billboards."

The requirements of a good advertising campaign are the same for newspapers as for merchants. The copy must be informative; it must be honest and interesting; it must approach the regular and prospective customer from the customer's standpoint; the campaign must be persistent; it must be so unified that every link in the chain is strong.

A surprisingly large number of newspapers make themselves believe that they are advertising, although their "campaign" consists of an occasional small ad, which usually reads: "It pays to advertise in the *Herald*." Such copy fills space, but it never convinced anybody. It is not informative.

Another class of newspapers goes to the opposite extreme. Filled with circulation figures and tables of the comparative number of columns of advertising carried, these publishers assume that their newspapers are as well known and of as much importance to others as to themselves. The peculiar

features which make newspaper advertising particularly valuable to certain advertisers are never mentioned. What if clothing stores advertised: "We sold \$5,000 worth of suits last week; our nearest competitor sold only \$4,000!" Before we talk columns of advertising carried, quantity of circulation and space rates, we had better create a demand for our propositions. We must fasten in the advertiser's mind the pith of *how* and *why* to advertise. We must tell him these things from his point of view PERSISTENTLY.

Advertising for advertising has passed the experimental stage. There is a stronger argument to publishers than "you ought to advertise." Several campaigns have been started recently which prove beyond a doubt that it pays on the dollar and cents basis.

- In Canada a line of advertising copy in favor of newspaper advertising, telling what advertising is doing for the public, has already brought marked results. The secretary of the Canadian Press Association says that more than twenty publishers in whose papers these advertisements are running have carried more business by far than in the same period of any corresponding year. These publishers are prepared to give most of the credit for this increased business to the advertising campaign.

You Can Thank Advertising

NEXT time you step into the corner store, take a look around. Of all the articles on the shelves, how many were on your shopping list five years ago? Make it ten years, and you will find that most of the things you buy to-day—and could not do without—were not even made then.

You men and women who buy things, let this sink in. You can't buy better things if you eat more whisky, have fine food. You wear better clothes. Your home is better furnished. You have better and more satisfying houses. You buy better health magazines. You seek more healthful forms of amusement.

Your whole standard of living has been raised—and why? Because the men who make these better things are telling you that you will be more comfortable, happier and healthier if you use these higher grade goods.

Is advertising that makes it possible for you to buy "the best," right at your corner store. Is it advertising that encourages the inventor to make new comforts and new utilities and enables you to buy

them almost immediately after they are perfected?

J. J. Hill pays off "High Living" costs more. True for J. J.—but is it worth more. And having the right kind of house gives you the health to buying him out of a cold, oatmeal sort of a house, refined out of sticky houses, or tea exposed in an open closet?

Do you regret the money you paid for a Player Piano?

Would you change the new style radio?

Isn't a Tanglewood worth a thousand candles?

Would you now be enjoying these 80 enterprising manufacturers had not told you about them in their advertisements?

Isn't life brighter because we have new and higher standards of living?

Let us thank advertising for it.

Write regarding your advertising problems to available through key retail advertising agency or the Secretary of the Canadian Press Association, Room 505, London Building, Tel. 6800. Equity implies no obligation on your part to go where it interests.

Where Do You Shop?

DO you shop in a brisk, active store, or in a dull, slow-moving store?

Advertising makes bright stores. Failure to advertise goes hand in hand with dullness and stagnation.

Advertising brushes away cobwebs and dust, smartens shop windows, quickens the intelligence of salesmen, and lets in the sunlight.

Advertising makes the merchant think of you—what you want and need; makes him anxious to sell you to your liking and advantage.

Advertising keeps stock from having birthdays.

Advertising acquaints you with new things, and so brightens your home, your life, your person.

Advertising keeps a business from growing fat and stupid. Advertising injects good red blood into the arteries of a business, and keeps it healthy and active.

Smile back at the shop which smiles at you. Shake hands with it—keep company with it—your favor will be returned to you tenfold.

Address regarding your advertising problems to available through any good advertising agency, or the Secretary of the Canadian Press Association, Room 505, London Building. Equity implies no obligation on your part to go where it interests.

PLATE 14—How Canadian Newspapers are Making Readers More Receptive to Advertising

While the good of such a campaign cannot be measured with any degree of accuracy, it is said that a number of advertising campaigns will shortly be commenced as a direct result. The creation of a keener interest and firmer confidence in advertised goods on the part of the consumer is certain to come from such advertisements as are reproduced in Plate 14.

A Harvest Number of *The Kansas City Journal* several years ago carried \$12,000 gross—\$8,000 of which came through the mail. The campaign consisted of three letters and two post cards, besides some newspaper space in *The Journal*, costing approximately \$1,000.

The same paper spent on an average of over \$10,000 a year in a four year campaign, advertising its advertising. That the campaign paid is best shown by the fact that during the last year the *Journal's* profits exceeded \$100,000, having almost doubled in the four years.

An intensive campaign for *The Tulsa (Oklahoma) World* increased the business of this paper over 33 per cent.

A few newspapers in the smaller towns have begun advertising for advertising with equally surprising results. One part of the plan followed by the *Hannibal Courier-Post* is this: Every time a

"Why Should I Advertise?"

"I have been here for forty years. Everybody knows me. Why should I advertise?"

This is an argument the advertising solicitor hears from old and established firms as to their reason for not telling the people about their goods in newspaper advertisements.

The trouble with these firms is they are not up with the times. They do not realize advertising is a development of modern business competition. In nine cases out of ten if you will walk along the same street on which the "old and established" firms are located, you will find that in the last few years other firms in the same line have sprung up and have established a trade equal to, if not superior to that of the old and established firms.

Is there a hidden business secret that has enabled these new firms to build up in a couple of years a trade equal and superior to the "old and established" firm of 40 years' standing.

There is no secret. The reason for their growth is shown in the two words: **NEWSPAPER ADVERTISING**.

The government census experts estimate that in a city of Hannibal's size, the incoming and outgoing population amounts to a complete change in every seven years. That is, each year one seventh of the population changes.

Mr. Old and Established Merchant, considering the whole population there are comparatively few of the families still living in Hannibal who remember when you started in your line. Those who have come in since have seen the advertisements of your young and thriving competitors in their newspaper so much they do not know you are in business.

Experiment a little. Stop the first ten strangers you meet on the street and ask them to name the merchant in your line. Your feelings will probably be hurt with their answers, for they will name the ones who advertise.

The best way to keep out competition in your line, Mr. Merchant, is to advertise. The best way to become a leader in your line is to advertise. The Courier-Post offers you a daily paid circulation of nearly 6,000 in Hannibal and immediate territory to tell of your goods. This is more than three times the paid circulation of any other newspaper published in this vicinity.

PLATE 15—Soliciting Through Newspaper Advertising

merchant gives an excuse for not advertising, the advertising manager goes to the office and writes an ad for his paper replying directly to the excuse given by the merchant. He figures that if one merchant makes an objection to advertising, the same idea may be in the minds of several other merchants. But even if the ad fit only this one merchant, it would be written just the same. Plate 15 is an answer to one man's excuse. This is not only an excellent way to sell space, but it is developing business by the use of the very thing which the newspaper is trying to sell—*newspaper advertising*.

The Chicago Tribune set aside a definite appropriation for preparing and executing its present campaign. An increase of more than 66,000 lines of display and over 33,300 lines of classified advertising in six months over the same period in 1910, notwithstanding the fact that 1910 was the banner year of *The Tribune's* entire history, is tangible evidence of what advertising can do for itself. *The Tribune's* campaign is unique not only because of its magnitude but also because of its twofold object. As stated by the management, it is this: first, to secure new readers for *The Tribune* on the ground that *The Tribune* prints more opportunities to shop economically and wisely than any other Chicago paper; and second, to educate further *The Trib-*

une's present readers in the appreciation of advertising.

Besides an actual increase in display advertising, the campaign to secure new readers through presenting the news value of advertising resulted in an increase in circulation for *The Sunday Tribune* of over 20,000 copies. This when the campaign was only two months old.

THE MESSAGE TO READERS

There is no factor which will render the readers of a newspaper more receptive, and therefore more responsive, to the advertisements of merchants than an active, interesting campaign telling readers why they should read advertising. As *The Tribune* states in the advertisement of Plate 16, "Do Newspaper Readers Read Advertising?" it has been customary to advertise the news, editorial, and pictorial features in an effort to obtain more circulation; but the value of advertising to readers has passed unvoiced.

The advertisement headed "The Average Woman," Plate 17, is one women will read; it is from a series by John M. Hertel.

"Men Ought to Understand Clearance Sales Better Than Women Do," by J. R. Hamilton (Plate 18), is one of a series designed to develop

The Average Woman Is the Financial Safety Valve of the Home.

By JOHN M. HERTEL

The average woman can make a dollar go farther than the average man. She is able to do this because she reads the advertisements in the newspapers.

Even the average woman of wealth is just as eagerly scanning the advertisements as is the average woman of limited means.

The principle is the same.

While the woman of limited means is interested mostly in a sale of \$3 petticoats at \$1.98, the woman of wealth is deeply concerned in a sale of \$100 suits for \$65.

While the woman of limited means is trying to stretch a ten-dollar bill to cover all her immediate needs for the week or month, the woman of wealth is trying to make her monthly allowance of \$300 go as far as she can.

Both women know that merchants offer bargain inducements in advertisements. That is why they read them.

They know that the shrewd and enterprising merchants vie with each other in luring trade.

They know that when a merchant offers 17 yards of domestic for \$1 he does not make a profit on the sale, and that it is an extraordinary inducement to get new customers to come.

The average woman reads the small ads as carefully as she does the big ones. That is why advertising pays so handsomely to those who advertise.

This newspaper today has many interesting announcements in its advertising columns. The merchants are telling all about the new styles and novelties of the season. You can't know all about them unless you read the advertisements.

The woman who does not read the ads is a financial drawback to her husband, when she ought to be the financial safety valve of the family.

Begin today and read the advertisements.

PLATE 17—Gives "Reason Why" Women Should Read Advertisements

Men Ought to Understand Clearance Sales Better Than Women Do

By J. R. HAMILTON

Former Advertising Manager Wanamaker's, Philadelphia

EVERY man's business training teaches him to understand the reasons behind the rise and fall of prices whether those prices be on merchandise, on stocks and bonds, or on everyday labor.

Yet when we come to the *summer clearance sales* the stores are usually filled with *women* and not with *men*.

This must be due to carelessness and not to ignorance. If the price of that *hat* you have been envying so much should drop *forty per cent* today, how long would it take you to beat it to a real estate office? If you knew where you could get a twenty-five per cent *increase* for your *labor*, how long would it take you to get to the spot where that extra twenty-five per cent was being paid? If you knew that the price of your *rent* could be cut in half, how long would it take you to find out where your *landlord* lives?

Well, the price of your *clothes* and your *hats*, your *shoes* and your *shirts* and of *everything else* that you wear and use is *being cut today*.

Now, *how long* is it going to take you to get to where the *cutting* is being done?

Being a man, you *understand business*. You know there is no chicanery about these Clearance Sales. You know the *law of supply and demand*. You know that the merchant never lived who could guess how much of any article he was going to sell. You know that every bit of *surplus merchandise* all over this city *has to be sold* and has to be sold now. Therefore you know that these cut prices are *real*.

From now on, this paper will be filled with *clearance sales* until the dull season is over. You can fill your chiffonier with shirts and underwear, you can fill your wardrobe with clothes, you can buy furniture, rugs and houseneeds of every kind in many cases *for less than the merchant himself had to pay*.

And all you have to do to *learn* about these values is *to follow the advertising* in this paper day by day.

If men had as much appreciation as women have of what these sales mean, the man's stores of this city would be *bulging at the sides* from now on.

Most men haven't learned, and they don't seem *able* to learn, that *to double your buying capacity* is exactly equivalent to *double your earning capacity*.

So take a lesson today. Turn to the advertising *now* and see how much it holds for you in the light of these *Clearance Sales*.

(Copyrighted)

PLATE 18—Gives Men "Reason Why" They Should Read Clearance Sale Ads.





the reading of advertisements. These ads were syndicated to a number of newspapers.

THE MESSAGE TO ADVERTISERS

A short series of talks to merchants by Herbert Kaufman, and another series by Seymour Eaton, were printed several years ago in a number of newspapers. A more extensive series was "Advertising Talks," by William C. Freeman. Such campaigns have a good effect on newspapers while they last, but publishers nearly always make the mistake they warn their advertisers against, namely, of coming suddenly to a standstill with their advertising.

In *The Tribune* campaign, each advertisement is written to interest people in a particular kind of advertising. For example, one read "The Silent Things That Are Part of Our Lives," telling of the influence of furniture upon the home and calling attention to the money-saving opportunities in furniture advertisements appearing in *The Tribune*. At the same time, a letter was sent to the furniture dealers of Chicago pointing out that May is moving month; that housewives were planning for new furniture; that it was time to increase advertising. A proof of the advertisement referred to was enclosed with the letter to all furniture dealers. Moreover, the advertising representatives

who called on furniture dealers at this time again enforced the idea that "the time to make a maximum selling effort is *now*."

Each separate line of merchandising was taken up in this way, so that there was very little lost motion between the newspaper advertisements, the letters and circulars, and the salesmen's visits. Each reinforced the other.

Three advertisements, each representing a different line, are reproduced in Plate 19.

The dim beginnings of advertising for advertising have been so highly successful for the few newspapers which have properly applied the elements necessary for a well-built campaign that other publishers will surely follow.

What can advertising do for a publication?

It can make readers more receptive to the announcements of all advertisers.

It can build circulation by educating the public to the news value of advertising.

It can prove why merchants should advertise, quietly overcoming their prejudices.

It can teach merchants how to advertise properly, getting the most out of copy they are using.

Finally, it can fortify advertising salesmen with an answer to the old cry that newspaper publishers "believe" in advertising only when others advertise.

Such an advertising policy will render service just as truly as the service rendered through the editorial columns. And it will pay publishers through increased and permanent patronage.





STAMPED BELOW

AN INITIAL FINE OF 25 CENTS

WILL BE ASSESSED FOR FAILURE TO RETURN
THIS BOOK ON THE DATE DUE. THE PENALTY
WILL INCREASE TO 50 CENTS ON THE FOURTH
DAY AND TO \$1.00 ON THE SEVENTH DAY
OVERDUE.

LD 21-100m-8,'34

305760

HF6107

Chasnof C5

UNIVERSITY OF CALIFORNIA LIBRARY

